

**POST GRADUATE DIPLOMA IN  
DEVELOPMENT COMMUNICATION (PGDDC)**

**Term-End Examination**

**June, 2022**

**MDC-004 : DEVELOPMENT JOURNALISM FOR  
SOCIAL CHANGE**

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** Answer any **five** questions. All questions carry equal marks.

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1. Explain the various major developmental issues that need to be reported in the 21<sup>st</sup> century in detail, with suitable examples. 20
2. Discuss elaborately the role of media in environmental campaigns in India, with suitable examples. 20
3. Discuss various approaches of development communication in detail. 20
4. (a) Explain the existing situation of health and sanitation in India.  
(b) How can media play a role in improving the health and sanitation situation in India ? Explain. 2×10=20

5. Discuss the characteristics of a well-planned development communication project/campaign, with suitable examples. 20
6. What is Community Media ? Discuss the role of community media in development, with suitable examples. 20
7. (a) What are the five ways of civic journalism according to Rosen ?
- (b) Examine the strengths and weaknesses of civic journalism. 2×10=20
8. Attempt any *two* of the following : 2×10=20
- (a) Define Governance. Discuss the role of mass media in governance.
- (b) Discuss the factors that lead to farm distress.
- (c) Examine the malpractices of financial reporting.
- (d) Discuss the role of Internet in contributing to the progress of Indian education system.
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