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MDC-003

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

Term-End Examination

June, 2023

**MDC-003 : MEDIA IN DEVELOPMENT
COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. Discuss the different ratio programme formats that can be used effectively to communicate development related content. Give suitable examples. 20
2. Write a script for a television news package of 90 seconds duration on any news story related to water conservation. 20
3. What are the different stages of television programme production ? Discuss the role of research while making an audio-visual

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documentary on elephant conservation in India. 10+10

4. Discuss the different categories of radio presenter. Explain each category with examples. 20
5. What is SEO based writing ? Why is it important in online journalism ? Explain. 20
6. Discuss the different methods by which we can create a functional news website. 20
7. What is opinion writing ? What are the points to be kept in mind while writing an opinion piece ? 20
8. Write short notes on any *two* of the following :
2×10=20
 - (a) Children and media
 - (b) Interactivity in online journalism
 - (c) Developing news stories
 - (d) Feature
 - (e) Importance of media ethics