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MDC-004

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

Term-End Examination

June, 2023

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. Explain the differences in reporting development issues for different media with suitable examples. 20
2. Describe the various issues involved in governance. 20
3. What are the sources for science reporter ? What should you keep in mind for writing an effective science news story ? 10+10
4. What is Media Literacy ? How are media messages constructed ? Explain with examples. 20

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5. Discuss any *two* case studies related to development communication campaign in detail. 20
6. What are the differences between economic and financial reporting ? Describe the sources of business news. 10+10
7. Explain the process of urbanization and industrialization. How can media sensitize the public on urbanization related issues ? 20
8. Write short notes on any *two* of the following :
2×10=20
 - (a) Genetically Modified (GM) food technology
 - (b) Consequences of poor health and sanitation in women and children
 - (c) Corporate Governance
 - (d) Ethical issues in mobile journalism