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MDC-004

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

Term-End Examination

December, 2022

**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. Discuss the significance of agriculture and rural reporting in the era of globalisation with suitable examples. 20
2. Explain major paradigms of development communication in detail. 20

P. T. O.

3. Define development communication campaign.
Explain the role of development communication campaigns in implementing public policies with suitable examples. 20
4. Discuss history of Corporate Social Responsibility (CSR) in India. Explain the role of media in implementing CSR projects successfully. 20
5. Explain *five* core concepts of media literacy in detail. 20
6. Examine the relationship between Media and Right to Information Act. 20
7. Describe the production aspects of mobile journalism. What are the challenges involved ?
10+10
8. Attempt any *two* of the following : 2×10=20
 - (a) Explain briefly major forms of Science and Technology (S & T) reporting.

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- (b) Discuss the role of media in creating environmental awareness.
- (c) Discuss briefly the relationship between development and communication.
- (d) Explain 'Media Mix' with suitable examples.