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MDC-004

**PG DIPLOMA IN DEVELOPMENT
COMMUNICATION (PGDDC)**

Term-End Examination

December, 2023

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : *Answer any **five** of the following questions.*

All questions carry equal marks.

1. Discuss the principles of good reporting with the suitable examples from development journalism. 20
2. What are the things to be kept in mind while writing science news stories ? Also discuss the possible sources of science news. 20
3. How is ICT affecting higher education ? Discuss some recent initiatives in India. 20

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4. How can media contribute in environment conservation ? Discuss with suitable Indian examples. 20
5. What is industrial pollution ? Discuss the impact of industrial pollution on air, soil, water and habitat. 20
6. What are the different approaches to development communication campaign ? Discuss with examples. 20
7. What are the characteristics of a well planned development communication project ? Explain. 20
8. Write short notes on any *four* of the following :
4×5 = 20
 - (a) Kheda Project
 - (b) CRISPR
 - (c) SQUAT Survey
 - (d) Chipko Movement
 - (e) Swachh Bharat Mission
 - (f) Community Radio

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