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MDC–003

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

Term-End Examination

June, 2024

**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. Which point should be kept in mind while writing an 'Opinion Piece' ? Write an opinion piece in **200** words on any national issue of your choice. 20
2. Explain the step in 'Draft Writing' process with suitable examples. 20

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3. Write a Television News Script based on an Incident. Discuss important points of Television News. 20
4. What are the essential qualities of Radio and TV News Presenter ? Explain. 20
5. “In the Present Era of Journalism in changing into online mode.” Explain this statement. 20
6. What is the Multimedia News packages ? Now it is being used in online news websites give suitable examples. 20
7. What is meant by Natural Right ? Detailed Discussion of Various Theories of Rights of Individual. 20
8. Write short notes on any *two* of the following :
2×10=20
 - (a) Omission and Commission
 - (b) Social Change through Media
 - (c) Utilitarianism
 - (d) FTP—File Transfer Protocol

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