

No. of Printed Pages : 2

MDC-004

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

Term-End Examination

June, 2024

**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 issues affecting governance and explain the role of media in addressing them.

20

2. Explain the following : 2×10=20

(a) Factors of Farm Distress

(b) Dissemination for Farm Technology

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3. How can media contribute in the field of health and sanitation ? Discuss with some Indian examples. 20
4. Discuss the positive and negative aspects of industrialization in detail. 20
5. How should an effective development community campaign be planned ? Explain. 20
6. What is Corporate Social Responsibility (CSR) ? Discuss the interrelation between CSR and corporate governance. 20
7. What do we understand by community media ? Discuss the important characteristics and form of community media. 20
8. Write short notes on any *four* the following :
2×10=20
 - (a) Green revolution
 - (b) GM food technology
 - (c) Long-from science writing
 - (d) Gyan Darshan
 - (e) Bhopal Gas Tragedy
 - (f) Social marketing

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