

**P. G. DIPLOMA IN DEVELOPMENT
COMMUNICATION (PGDDC)**

Term-End Examination

December, 2024

**MDC-003 : MEDIA IN DEVELOPMENT
COMMUNICATION**

Time : 3 Hours

Maximum Marks : 100

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

1. Discuss the basic principles of radio news writing with suitable examples. 20
2. Write a script for a TV news package of 90 seconds duration on any development-related story. 20
3. What are the main characteristics of online journalism ? Explain with examples. 20
4. How can a feature be made more attractive ? Explain with examples. 20
5. Describe the structure and functioning of the newsroom of a popular news website. 20

6. What are the qualities required for a good television news presenter ? Explain them in detail. 20
7. Examine the role of both print and digital media on children with examples. 20
8. Write short notes on any *four* of the following :
4×5=20
- (a) Narrative Discourse
 - (b) Editorial Writing
 - (c) Voice Modulation
 - (d) Keywords and Tags
 - (e) Visual Fact-check
 - (f) CMS

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