

No. of Printed Pages : 2

**MDC-004**

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

**Term-End Examination**

**December, 2024**

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

*Time : 3 Hours*

*Maximum Marks : 100*

*[ Weightage : 70%*

---

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

---

---

1. Write a detailed account of various issues involved in governance with examples. 20
2. Discuss the relationship between Media and Right to Information Act (2005) with examples.

20

3. Define CSR. Discuss the role of media in implementing development projects with a special focus on Corporate Social Responsibility (CSR) related projects. 20
4. Explain the concept and the process of development communication campaign with examples of two case studies. 20
5. Discuss the various ethical issues in the domain of mobile journalism with examples. 20
6. Discuss the major forms of Science and Technology (S & T) reporting with case studies. 20
7. Discuss the concept of 'Media Mix' with appropriate examples. 20
8. Explain the role and significance of rural and agricultural reporting in the era of Globalization. Give examples to support your answer. 20

x x x x x x x