

No. of Printed Pages : 2

**MDC-003**

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

**Term-End Examination**

**December, 2025**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Elaborate upon the differences in writing techniques of Print Media and Radio with examples. 20
2. Explain the types of features, highlighting the uniqueness of each. 20
3. Prepare a radio script of 3 minutes duration for a feature on water-borne diseases and their prevention. 20

4. Explain the fundamental rules for writing TV news. 20
5. Explain the types and methods of website creation. 20
6. What is a blog ? Explain the ways of online reporting. 20
7. Explain the syntax of online writing. 20
8. Explain how the different online newsroom teams work to make the newsroom a smooth running operation. 20
9. What important aspects must a designer consider while making the navigation system of a website ? Explain. 20
10. Write short notes on any *four* of the following : 4×5=20
  - (i) CPM in Online Journalism
  - (ii) Difference between Personal and Professional Blogging
  - (iii) Uses of Flash in Journalism
  - (iv) Authoritarian Model
  - (v) Any *two* breaches of media ethics in India
  - (vi) RTI Act, 2005

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