

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

**Term-End Examination**

**June, 2025**

**MDC-003 : MEDIA 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. What are the essential qualities one should keep in mind while presenting a radio programme ? Explain in detail. 20
2. Discuss the fundamental rules of television news writing. Explain them with the help of suitable examples. 20

3. Write a feature in about **500** words on any topic of your choice. Also give a suitable headline. 20
4. How can news media play an important role in human rights protection ? Explain in detail. 20
5. Write a script for a television news package of 90 seconds duration on any environment-related story. 20
6. Write a detailed note on 'Freedom of Speech and Reasonable Restrictions' in Indian context. 20
7. How does writing for online media differ from writing for other legacy media like print, radio and TV ? Explain with examples. 20

[ 3 ]

8. Write short notes on any *four* of the following : 4×5=20

- (a) Argumentative Discourse
- (b) Opinion Writing
- (c) Teleprompter
- (d) Phone in radio programme
- (e) Time Shift Journalism
- (f) SEO

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