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MDC-004

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

Term-End Examination

June, 2025

**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 major paradigms of development communication with suitable examples.
2. Explain the task of science reporting and the major points that one should observe while

writing an effective science news story with examples.

3. Discuss *five* major concepts of media literacy with appropriate examples.
4. Define e-Governance. Discuss the role of digital media in implementing e-Governance.
5. Write a detailed account of media role in reporting health and its impact.
6. Discuss the major differences between economic and financial reporting with suitable examples.
7. Elucidate on the role of media in generating sensitisation about the process of urbanisation and industrialisation.
8. Discuss among public role of civic journalism with a focus on its role in implementing policies.

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