

M. A. IN DEVELOPMENT

JOURNALISM (MADJ)

Term-End Examination

June, 2025

MDJ-001 : HEALTH JOURNALISM

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) Answer any **five** questions.

(ii) All questions carry equal marks.

1. Describe the different channels used in Behavioural Change Communication. How do interpersonal communication and mass communication differ in their approach to facilitating behaviour change in health care ?

2. Discuss the significance of health journalism in promoting public awareness about health issues. How does health journalism contribute to improving public health and influencing health-related policies ?
3. Explore the impact of digital media on health communication. How can health journalists leverage social media responsibly and what role do they play in addressing global health challenges and understanding cultural nuances ?
4. Discuss the importance of verifying health news through social media and other sources. What strategies can journalists use to combat the spread of fake news and ensure the accuracy of the information they report ?
5. Analyze the challenges and opportunities in reaching rural communities with public health messages. How can radio and

community media be effectively utilized and why is research important in determining the choice of media for different public health initiatives ?

6. Discuss the key principles of health education. How do principles such as interest, participation, comprehension, and reinforcement contribute to effective health education programmes ?
7. Identify and describe the different dimensions of health. How do these dimensions contribute to a holistic understanding of health and well-being ?
8. Discuss the relationship between sustainable development and public health. How can a communication agenda for public health support sustainable development goals and what role does effective public health communication play ?

9. Explain the model of the healthcare delivery system in India. How is this model structured at the central, state and district levels and what are its primary functions ?
10. Discuss the key ethical considerations in health journalism. How should journalists navigate the balance between providing accurate health information and respecting patient confidentiality and privacy ?

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