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MDC-003

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

Term-End Examination

June, 2026

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

Time : 3 Hours

Maximum Marks : 100

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

1. Write an opinion piece on the stray dog menace in your locality. (**500** words) 20
2. What are the basic elements of radio ? Also explain the challenges of the radio as a medium. 20

3. Write a feature in **500** words on women's safety. 20
4. Explain the stages of TV production with examples. 20
5. Differentiate between the techniques of writing for print and online media with examples. 20
6. What is online journalism ? Explain its characteristics. 20
7. Does Indian media promote stereotypical representation of women ? Justify your answer. 20
8. Chronologically describe the history of human rights. 20
9. Discuss the positive effects of media on children with examples. 20

[3]

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

- (i) Two characteristics of opinion writing
- (ii) Radio jockey
- (iii) Open source reporting
- (iv) Citizen journalism
- (v) Visual storytelling
- (vi) Hard and soft lead

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