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MDC-004

**P. G. DIPLOMA IN DEVELOPMENT
COMMUNICATION/M. A. IN
DEVELOPMENT JOURNALISM
(PGDDC/MADJ)**

Term-End Examination

June, 2026

**MDC-004 : DEVELOPMENT JOURNALISM FOR
SOCIAL CHANGE**

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

1. What do you understand by 'governance' ?
Describe the essential elements of good
governance. 5+15

2. What things should be kept in mind to write a good science news story ? Explain with examples. 20
3. Write a detailed note on various aspects of 'Media and Health'. 20
4. How can media play an important role in environment conservation in this modern era ? Use suitable examples to support your arguments. 20
5. What are the characteristics of a well planned development communication campaign ? Explain with suitable examples. 20
6. Discuss the effect of the Right to Information Act (2005) on Indian society. How did it provide an effective tool to journalists ? Explain with examples. 10+10
7. Explain the Micro-Level and Macro-Level approaches of development communication campaign. 20

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

- (a) Krishi Darshan
- (b) Financial Journalism
- (c) Civic Journalism
- (d) Community Radio
- (e) Mobile Journalism
- (f) CSR

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