

No. of Printed Pages : 3

MDJ-001

**M. A. IN DEVELOPMENT
JOURNALISM (MADJ)**

Term-End Examination

December, 2024

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. Explain the concept and meaning of health education. Why is health education considered a crucial component of public health and what are its primary benefits to individuals and communities ? 20
2. Define Behavioural Change Communication (BCC) in the context of health care. How does BCC contribute to improving health outcomes and what are its primary objectives ? 20

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3. Examine the challenges and responsibilities of reporting on mental health issues. How can health journalists address these challenges while working to destigmatize mental health through accurate and compassionate journalism ? 20
4. Identify and explain the essential skills required for effective health journalism. How do research techniques, medical literacy and contextualization enhance the quality of health reporting ? 20
5. Explain the importance of cultivating reliable sources in health journalism. How can journalists manage sensitive information to protect their sources and ensure the accuracy of their reports ? 20
6. Analyze the role of health journalists in reporting during a pandemic. What specific challenges do they face and how can they effectively communicate accurate information to the public while addressing misinformation ? 20
7. Describe the various strategies for public health communication. How do social and behavior change communication practices, health prevention and promotion, media advocacy and enter-educate communication contribute to effective public health campaigns ? 20

8. Explain the concept of positive health and how it differs from traditional views of health. What are the benefits of focusing on positive health in public health initiatives ? 20
9. Describe the current state of India's medical infrastructure. What are the key components of the public healthcare system and how do they contribute to overall health delivery in the country ? 20
10. Examine the role of the Government of India in the preservation and promotion of public health. What are some of the major governmental healthcare initiatives and schemes in India and how do they address public health challenges ? 20

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