

No. of Printed Pages : 2

MDC-003

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

Term-End Examination

December, 2025

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

Time : 3 Hours

Maximum Marks : 100

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

1. Elaborate upon the differences in writing techniques of Print Media and Radio with examples. 20
2. Explain the types of features, highlighting the uniqueness of each. 20
3. Prepare a radio script of 3 minutes duration for a feature on water-borne diseases and their prevention. 20

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4. Explain the fundamental rules for writing TV news. 20
5. Explain the types and methods of website creation. 20
6. What is a blog ? Explain the ways of online reporting. 20
7. Explain the syntax of online writing. 20
8. Explain how the different online newsroom teams work to make the newsroom a smooth running operation. 20
9. What important aspects must a designer consider while making the navigation system of a website ? Explain. 20
10. Write short notes on any *four* of the following : 4×5=20
 - (i) CPM in Online Journalism
 - (ii) Difference between Personal and Professional Blogging
 - (iii) Uses of Flash in Journalism
 - (iv) Authoritarian Model
 - (v) Any *two* breaches of media ethics in India
 - (vi) RTI Act, 2005

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