

No. of Printed Pages : 3

MDC-004

**POST GRADUATE DIPLOMA IN
DEVELOPMENT COMMUNICATION/
M. A. IN DEVELOPMENT
JOURNALISM (PGDDC/MADJ)**

Term-End Examination

December, 2025

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) All questions carry equal marks.

1. How do you see the use of ICT for education in India ? Discuss some of the important initiatives taken by the government in this field. 5+15

C-2102/MDC-004

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2. Discuss issues that should be covered in agricultural and rural reporting. 20
3. What is Corporate Social Responsibility ? How did CSR emerge in India ? Describe the steps involved in planning and developing a CSR activity. 5+5+10
4. Explain the concept of media literacy and highlight why media literacy is important in this internet age. 20
5. What do you understand by 'development' ? Describe the issues covered under development journalism. 5+15
6. Describe the different characteristics and forms of Community Media. 20
7. What are the various problems of urbanisation in India ? Discuss some of the major urban development projects being undertaken by the government to tackle these problems. 10+10

[3]

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

- (a) Accountability
- (b) Long-form Science Writing
- (c) Kyoto Protocol
- (d) Reporting Share Market
- (e) Citizen Journalism

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