

M.A. in Journalism and Electronic Media (1st Year)
M.A. in Journalism and Mass Communication (1st Year)
And
Post Graduate Diploma in Journalism Mass Communication
MAJEM (1st Year)/MAJMC(1st Year)/PGJMC

ASSIGNMENTS
January 2024 and July 2024 Sessions

MJM-020

MJM-021

MJM-022

MJM-023

MJM-024

MJM-025



SCHOOL OF JOURNALISM & NEW MEDIA STUDIES
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110068

MAJEM (1st Year)/MAJMC (1st Year) / PGJMC ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment in each of the eight courses. Before attempting the assignments, please read the detailed instructions provided in the Programme Guide carefully.

The last date of the submission is given against each of the assignment. Please note that you have to submit these assignments to the **Coordinator of your Study Centre** within the stipulated time for being eligible to appear in the term-end examination.

You must mention your **Enrolment Number, Name, Address, Assignment Code and Study Centre Code** on the first page of the Assignment. You must obtain a **receipt from the Study Centre** for the assignments submitted and retain it. It would be advisable to retain a photocopy of the assignments with you.

After evaluation, the assignments have to be returned to you by the Study Centre. Please insist on this and **keep a record with you**. The marks obtained by you will be sent by the Centre to SED at IGNOU, New Delhi.

Guidelines for doing Assignments

Attempt all questions given in each of the assignment as instructed. You will find it useful to keep the following points in mind:

Planning: First read the study material carefully, attend teleconferencing sessions and interactive radio counseling sessions conducted for the programme; if required you can obtain details from Study Centre/Regional Centre) and then read the assignments carefully. Go through the units on which they are based. Make some points regarding each question and then rearrange them in a logical order.

Organization: Draw a rough outline of your answer. Be analytical in your selection of the information for your answer. Give adequate attention to the introduction and the conclusion. Make sure that the answer:

- is logical and coherent;
- has a proper flow of information in sentences and paragraphs; and
- is written correctly giving adequate consideration to your expression, style and presentation.

Presentation: Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Dr. Shikha Rai
Programme Coordinator, PGJMC and MAJMC-I
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MJM-020: Introduction to Journalism and Mass Communication

Assignment 01

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on due date.

Assignment Code: MJM-020/ Jan.24/ July24

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions. All questions carry equal marks = 20 each

Attempt each question in about 500 words

1. In light of a prominent theory or model in journalism and mass communication, critically analyze a significant media event or trend from the past year. How does this event or trend illustrate or challenge the chosen theory? Provide specific examples and insights in your analysis. (400 words)
2. Considering what you have learned about media ownership, select a recent case where media ownership significantly influenced the coverage of a major event or shaped a media trend. How did the ownership structure impact the narrative, and what does this reveal about the relationship between media ownership and journalistic practice.
(500 words)
3. Identify a prominent social issue that has been the focus of a recent marketing campaign. Critically evaluate how marketing communication has been applied in this campaign. Discuss the impact of these strategies on public perception. (350 words)
4. Examine a recent Indian film that has sparked significant public discourse. How does the film's portrayal of a particular social issue reflect or challenge existing societal norms and values? Discuss the film's impact on public perception and dialogue surrounding the issue, considering the influence of film as a medium in shaping social consciousness.
(500 words)
5. Select a recent major news event and compare its coverage in two news outlets of an Indian language. Analyze how language influences the framing of the story, the choice of words, and the overall narrative. (400 words)

MJM-021: Reporting Techniques

Assignment 02

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on due date.

Assignment Code: MJM-021/ Jan.24/ July24

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions. All questions carry equal marks = 20 each

Attempt each question in about 500 words

1. How is the digital transformation affecting traditional businesses in India? Write a feature article that explores the challenges and innovations experienced by these businesses as they navigate the shift to digital. Include case studies or interviews to provide a human angle to the story. (500 words)
2. Examine the concept of climate justice and its relevance in the Indian context. Write an article that discusses how climate change disproportionately affects different communities within India, and analyze the efforts being made towards achieving climate justice. Include case studies and expert opinions to illustrate the challenges and potential solutions. (500 words)
3. Develop a news story that highlights a current issue or development in the field of mental health. How does your story convey the significance of this issue to the general public, and what are the broader implications for society? (500 words)
4. On the basis of the unit 'Research for Journalistic Writing', use the various methods and tools of journalistic research to write an explainer on a religious issue that has been recently in the news. (500 words)
5. Craft a comment piece on the evolving landscape of the Indian entertainment industry, focusing on the rise of web series and digital streaming platforms. Discuss the cultural and economic implications of this change, including its impact on storytelling, representation, and viewer habits. (500 words)

MJM-022: WRITING AND EDITING FOR PRINT MEDIA

Assignment 03

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on due date.

Assignment Code: MJM-022/ Jan.24/ July24

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions. All questions carry equal marks = 20 each

Attempt each question in about 500 words

1. Select a widely-read newspaper and analyze its design and layout. Focus on elements like the placement of headlines, choice of images, use of color, and the overall visual hierarchy. How do these design choices impact reader engagement and the communication of key information? Compare this with an alternative newspaper design style. (500 words)
2. Create an infographic that visually represents data on a recent social or economic trend in India. Focus on clarity, accuracy, and aesthetic appeal in your design. Explain how your infographic makes complex data more accessible and engaging to the general public, and discuss the importance of visual data representation in journalism. Submit the printout of your infographics. (500 words)
3. Compose an editorial addressing a pressing national issue in India, such as healthcare reform, educational disparities, or environmental challenges. Provide a well-reasoned argument that examines the complexities of the issue, suggests possible solutions, and calls for specific actions. (500 words)
4. Develop a news pitch for a story that investigates a significant but underreported issue in your community or region. Your pitch should include a brief overview of the topic, its relevance, potential sources, and the unique angle you plan to explore. Explain why this story is important now and how it will resonate with your audience. (500 words)
5. Write a profile piece on an individual in your community who is making a significant impact but has not gained widespread recognition. Your profile should explore their background, motivations, challenges, and contributions. Ensure your piece captures the essence of the individual while connecting their personal journey to a larger narrative. (500 words)

MJM-023: Broadcast & Online Journalism

Assignment 04

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on due date.

Assignment Code: MJM-023/ Jan.24/ July24

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions. All questions carry equal marks = 20 each

Attempt each question in about 500 words

1. Write a script for a radio segment that highlights a local cultural event or festival. Your script should be engaging and informative, capturing the essence of the event through vivid descriptions and interviews with organizers or participants. (500 words)
2. Write a TV anchor package of 90 seconds on a current environmental issue, such as air pollution, deforestation, or conservation efforts. (500 words)
3. Compare and analyze the presentation techniques of two popular TV news anchors. Focus on aspects such as vocal delivery, body language, engagement with the camera, and their approach to delivering news stories. How do their styles impact viewer reception and the overall effectiveness of the news broadcast? (500 words)
4. Conduct an in-depth analysis of two online-only news websites. Examine their layout, content organization, use of multimedia, and interactive features. How do these elements contribute to user experience and the effectiveness of news dissemination? (500 words)
5. How has social media transformed the process of news gathering and distribution? Examine the effects of social media on journalistic integrity, speed of news dissemination, and the relationship between news organizations and their audiences. (500 words)

MJM-024: MEDIA AND SOCIETY
Assignment 05

**Due Date: 31st March for TEE June and 30th September for TEE
December. Please check the website for the latest update on due date.**

Assignment Code: MJM-024/ Jan.24/ July24

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions. All questions carry equal marks = 20 each

Attempt each question in about 500 words

1. Examine a recent news article and apply the core concepts of media literacy to identify any biases, misinformation, or persuasive techniques used. How does your analysis demonstrate the relevance of media literacy in our current media environment?
(500 words)
2. Choose a recent news article that you believe reflects the concepts and theories you have learned about media representation as discussed in Unit 13 (5.2 Representation of Social Identities) Conduct a critical analysis of this content, focusing on how it represents social identities, stereotypes, and narratives.
(500 words)
3. Select a current issue or topic related to development in India, as presented in the media. Analyze how the media portrays and frames this issue, including the narratives, perspectives, and biases it reflects. Critically evaluate the role of media in influencing public discourse on development, and propose potential improvements or alternative approaches to enhance the media's role in promoting informed and balanced discussions on development-related issues in the Indian context.
(500 words)
4. Choose a specific case or incident where media and human rights intersect, either globally or within your country. Analyze the role of media in reporting, advocating for, or potentially violating human rights in this context.
(500 words)
5. Examine the influence and impact of global media organizations on cultural imperialism. Select a specific global media conglomerate or platform (e.g., a major news network, streaming service, or social media platform) and analyze its role in shaping cultural narratives and values around the world.
(500 words)

MJM 025: Media Ethics and Laws

Assignment 06

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on due date.

Assignment Code: MJM-025/ Jan.24/ July24

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions. All questions carry equal marks = 20 each

Attempt each question in about 500 words

1. Choose a recent advertising campaign or advertisement that has garnered attention, either positively or negatively, in terms of ethical considerations. Analyze the advertisement using ethical frameworks such as honesty, transparency, social responsibility, and cultural sensitivity. Discuss the potential impact of the advertisement on consumers, society, and the brand's reputation. (500 words)
2. Explore the concept of the Right to Information (RTI) in the context of transparency, accountability, and democracy. Select a case study from your country or region where the RTI has played a significant role in revealing government actions or decisions. (500 words)
3. Examine the complex landscape of privacy in the digital age. Choose a recent case, event, or technology development that has raised significant privacy concerns in the digital space. Analyze the implications of this case on individuals' digital privacy, data protection, and online surveillance. (500 words)
4. Explore the concept of self-regulation in the media industry. Analyze a recent incident or controversy related to media ethics, accuracy, or accountability. Examine the response of media organizations involved in the incidence and assess the effectiveness of their self-regulation measures. Present your analysis in a well-structured essay, and propose recommendations for enhancing self-regulation practices in the media industry. (500 words)
5. Select a case study involving copyright issues in the realm of media, arts, or entertainment. Reflect on the evolving nature of copyright in the digital age and its implications for content creators, consumers, and the creative industry. Discuss the potential reforms or alternative approaches to copyright that may better accommodate the needs of content creators and society. (500 words)