

**MASTERS OF ARTS**  
**IN**  
**JOURNALISM AND MASS COMMUNICATION**  
**(SECOND YEAR)**  
**(MAJMC II)**

**ASSIGNMENTS**

**July 2023 Cycle**

MJM 026

MJM 027

MJM 028

MJM 029

MJM 030

MJM 031

**SCHOOL OF JOURNALISM & NEW MEDIA STUDIES**

**INDIRA GANDHI NATIONAL OPEN UNIVERSITY**

**MAIDAN GARHI, NEW DELHI-110068**

**MAJMC - II ASSIGNMENTS**

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (MJM 026, 027, 028, 029, 030 and MJM 031). 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 assignments. 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 Examinations in the respective Course. 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 writing the Assignments**

Attempt all questions given in each assignment as instructed.

You may 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.
- **Organising:** 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. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Dr. Amit Kumar  
Programme Coordinator  
[Email: amitkumar@ignou.ac.in](mailto:amitkumar@ignou.ac.in)

**M.A. (JOURNALISM AND MASS COMMUNICATION) - II**

**Assignments**

**(July 2023)**

**MJM-026: PRINT MEDIA**

**Course Code: MJM-026**

**Due Date: 31 March 2024**

**Assignment Code: MJM-026 /Jul23**

Maximum Marks: 100

Weightage: 30%

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

*Attempt each question in about 500 words*

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|----|---|-------------|
| 1. | Explain the Functions of the Press Advisory Committee.  | 20          |
| 2. | Tips for Good Environmental Reporting. Explain.         | 20          |
| 3. | Discuss the Role of Mass Media in Governance.           | 20          |
| 4. | Difference between column and Special Article. Explain. | 20          |
| 5. | Write any two Short notes. (250 words each)             | 2 x 10 = 20 |
|    | a. Types of Editorials                                  |             |
|    | b. Print Production Techniques                          |             |
|    | c. Press Conference                                     |             |
|    | d. Film Reviews   |             |

**M.A. (JOURNALISM AND MASS COMMUNICATION) - II**

**Assignments**

**(July 2023)**

**MJM-027: ELECTRONIC MEDIA**

**Course Code: MJM-027**

**Due Date: 31 March 2024**

**Assignment Code: MJM-027 /Jul23**

Maximum Marks: 100

Weightage: 30%

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

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1. Explain the following camera movements with diagram: (150 words each)
  - a. Pan
  - b. Tilt
  - c. Dolly
  - d. Dolly Zoom
  
2. Discuss the different rules of photography composition. (500 words)
  
3. Describe the following terms: (150 words each)
  - a. Exposure Triangle
  - b. ISO
  - c. Aperture
  - d. Shutter Speed
  
4. How do you see the future of radio in India? Support your answer with relevant data. (500 words)
  
5. Write short notes on **any four** of the following: (150 words each)
  - a. Previsualization
  - b. Flat Lighting
  - c. Long Shot
  - d. Phone in Programmes
  - e. Radio/Audio Drama
  - f. Parallel Editing

**M.A. (JOURNALISM AND MASS COMMUNICATION) – II**

**Assignments**

**(July 2023)**

**MJM-028: DIGITAL MEDIA**

**Course Code: MJM-028**

**Due Date: 31 March 2024**

**Assignment Code: MJM-028/Jul23**

Maximum Marks: 100

Weightage: 30%

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

*Attempt each question in about 500 words*

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1. Identify an online community (as defined in Unit 1 of MJM028) that was active for more than one year. Observe this particular community through the messages posted in it for any three consecutive months. Your observations should be based on the following parameters (attach three screenshots):
  - Nature of discussion or topic
  - Moderation level
  - Level of engagements diverse set of numbers
  - Efforts by the community members to regulate its affairs/date-to-day activities
2. Follow a recent hashtag-based conversation on Twitter / other similar platforms. Apply the 'online Disinhibition Effect' theory to your chosen hashtag. Interpret the communication transactions in this hashtag as per the parameters given in the ODE theory (attach two sample screenshots of chosen hashtag conversation).
3. Contact any five children or young adults of your choice and discuss with them the social skills and cultural competencies of their online behaviour prescribed by Jenkins et. al (2009). Write your observation in a report format. Include the socio-demographic details of your respondents.
4. Find two news websites - one website should be from a mainstream news portal level and the second one is from an independent media platform. Compare and contrast the news coverage done by these two different natures of websites. Give news report links from these websites in your report. Attach screenshots of your chosen two websites.
5. Select two government web portals - one is from India and another one is from any country of your choice. Compare the services provided by the e-governance-based portals of your choice. (Attach screenshots of your chosen web portals)

**M.A. (JOURNALISM AND MASS COMMUNICATION) - II**

**Assignments**

**(July 2023)**

**MJM-029: ADVERTISING AND PUBLIC RELATIONS**

**Course Code: MJM-029**

**Due Date: 31 March 2024**

**Assignment Code: MJM-029 /Jul23**

Maximum Marks: 100

Weightage: 30%

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

*Attempt each question in about 500 words*

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1. While promoting a social cause, how would you apply the core concepts of marketing? Discuss using the example of 'Immunization drops for infants'. In this case, what is the product, who is the customer and what strategies would you use to market the idea?
2. Has there been a recent Corporate Crisis that you feel you would/could have handled better in terms of Public Relations and Management? Discuss it in detail. – what was the crisis situation, what did the company do, what strategy you would have designed and how would it have been better?
3. Here is a hypothetical situation: 'Son of a famous film star is being launched in a new movie. A Press Conference has been called today on occasion of the Mahurat Shot'. Write a Press Release for the journalists attending the conference. What would you include in their Press Kit?
4. Social Media influencers have become an integral part of any marketing strategy. Explain in detail, the 'Influencer Marketing and its relevance in the current times.
5. A new shampoo is to be launched. Decide a Brand name for the shampoo. Prepare a strategic marketing plan for its launch, specifying the use of Advertising, Direct Marketing, Personal Selling and Public Relations.

**M.A. (JOURNALISM AND MASS COMMUNICATION) - II**

**Assignments**

**(July 2023)**

**MJM-030: MEDIA & COMMUNICATION THEORIES**

**Course Code: MJM-030**

**Due Date: 31 March 2024**

**Assignment Code: MJM-030 Jul23**

Maximum Marks: 100

Weightage: 30%

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

*Attempt each question in about 500 words*

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1. Take a week's national and regional newspapers and study the front page news on them. Then compare and make an analytical report on how agenda created by the media is different for both. You may paste the clippings of important news items.
2. Select any five TV ads of your choice and analyse their strategies of persuasion. Mention their target audience, communication strategy and marketing strategy. In your opinion, rate their persuasive strategies on a scale of 1 to 5, 5 being the highest along with reasons.
3. Hegemony or ideological and cultural domination has often been the root cause of conflict the world over. Analyse this in today's scenario in global context. (500 words)
4. How is the theory of political economy applicable to YouTube channels? Analyse with respect to influencers and the way they manipulate public opinion. (500 words)
5. Get the latest media and entertainment report of a credible market research agency and chart the audience segmentation and revenues earned by different media. Draw an analysis to indicate the shift of preference from one media to another.

**M.A. (JOURNALISM AND MASS COMMUNICATION) - II**

**Assignments**

**(July 2023)**

**MJM-031 COMMUNICATION RESEARCH METHODS**

**Course Code: MJM-031**

**Due Date: 31 March 2024**

**Assignment Code: MJM-031 /Jul23**

Maximum Marks: 100

Weightage: 30%

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

*Attempt each question in about 500 words .*

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1. Write a review of literature citing at least ten sources on the spread of misinformation through fake news.
2. Using the content analysis method, analyse the coverage of sports in any daily newspaper of your choice for a month.
3. Design a set of 15 questions for a child counsellor to look into the effects of gadgets on children during the COVID period. Interview five such child psychology experts and prepare a report on the analysis obtained from the interviews.
4. Design three research problems along with their objectives and research questions on any of the following:
  - a. An economic problem of your choice.
  - b. A social problem of your choice
  - c. Mental health.(All three research problems can be on the same subject or all can be on different ones).
5. Prepare a case study manual explaining the procedural details for a case study to be conducted on the marketing efforts of a telecommunication company of your choice.