

# **MA IN JOURNALISM AND DIGITAL MEDIA (MAJDM)**

## **ASSIGNMENTS**

**January 2023 Session**

**MNM011  
MJM021  
MNM003  
MJM023  
MNM013  
MNM014  
MJM025**



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

## MAJDM ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you must submit one Assignment in each SEVEN theory course. Before attempting the assignments, please carefully read the detailed instructions in the Programme Guide.

The last date of the submission is given against each Assignment. Please note that you have to submit these assignments to the **Coordinator of your Study Centre** within the stipulated time to be 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 and retain a **receipt from the Study Centre** for the assignments submitted. 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 Centre will send the marks obtained by you to SED at IGNOU, New Delhi.

### **Guidelines for doing Assignments**

Attempt all questions given in each of the assignments 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 counselling 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.

**Organisation:** 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,

Prof. K S Arul Selvan  
Programme Coordinator, MAJDM  
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# MNM-011: Understanding Digital Media

## Assignment 01

30th September 2023

**(Due Date: Please check the website for the latest update on the due date)**

Assignment Code: MNM-011/Jan23

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. In the hyper-personal CMC, the sender and receiver are employed by carefully selective self-presentation to create an idealised perspective about the sender by the receiver. To understand this concept, select any FIVE public figures and closely observe them for online presence. Write your observation in a report form (suitable links to their social media handles).
2. Refer to Van Dijks's Model of the Resources and Appropriation Theory in your regional perspective and centralise it. Write a report based on this theory from your regional perspective.
3. (Refer to Unit 8 of MNM011) According to Illavarasan and Rathans, business sectors use various social media outlets for specific purposes. Search through social media, and identify these examples for any FIVE categories as specified on page No. 146.
4. Identify any FIVE Shorts/Reels from any online platform. Observe it and analyse the representation of class in it.
5. Skill acquisition refers to how individuals gather and use health information for their health. In this context, identify the barriers to acquiring skills that help the person gather health information.

# MJM-021: Reporting Techniques

## Assignment 02

30th September 2023

**(Due Date: Please check the website for the latest update on the due date)**

**Assignment Code:**  
**MJM-021/Jan23**

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.*

1. Write a feature for your local newspaper on rising pollution levels in cities during festivals and weddings and sustainable ways of celebrating (500 words).
2. Write an article on the government's concerns regarding the use of cryptocurrency in the country. (500 words)
3. Based on your reading of the unit 'Research for Journalistic Writing', use the various methods and tools of journalistic research to write an article on the rise of the start-up ecosystem in the country. (500 words)
4. Write a comment on encouraging rural and indigenous sports to be a part of international sports events and competitions. Cite relevant data from credible sources. (500 words)
5. Write a story on the psychological issues children face after being homebound for two years due to the pandemic. Also, suggest plausible solutions for the problem. (500 words)

# MNM 003: Digital Photography & Videography

## Assignment 03

30th September 2023

**(Due Date: Please check the website for the latest update on the due date)**

**Assignment Code:**  
**MNM-003/Jan23**

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 structure and functioning of a DSLR. We can use a diagram to explain it.
2. What is three-point lighting? Explain.
3. Describe the following terms:
  - a. Aperture
  - b. Exposure Triangle
4. Discuss the different elements of composition with examples.
- 5.
6. What is the Rule of Thirds? Explain with the help of diagrams.

# MJM-023: Broadcast & Online Journalism

## Assignment 04

30th September 2023

**(Due Date: Please check the website for the latest update on the due date)**

**Assignment Code:**  
**MJM-023/Jan23**

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.*

1. Discuss the different characteristics of online journalism with examples. (600 words)
2. Describe the different categories of presenters in radio. (500 words)
3. Write a script for a television news package of 90 seconds duration on any news story you choose.
4. Explain the pre-production stage for a television documentary production. (500 words)
5. Explain any two of the following terms: (250 words each)
  - i. Hyper-textuality
  - ii. Content Management System (CMS)
  - iii. Output
  - iv. Rundown

# MNM-013: Media, Information and Empowerment

## Assignment 01

30th September 2023

**(Due Date: Please check the website for the latest update on the due date)**

Assignment Code: MNM-013/Jan23

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. Select any FIVE online political advertisements and analyse the following:
  - a. What is being sold?
  - b. How is it being sold?
  - c. How is it different from other similar ads?
  - d. Are the claims verifiable?
  - e. What are the character sketch and placement like?

[Attach a screenshot of identified advertisements]

2. Identify Information Technology policies from two different countries. Compare and contrast the aims and objectives of the respective media policies.
3. Explore and understand Sustainable Development Goal 5 B - Women's Empowerment through ICT. Trace the efforts taken by various stakeholders in the past seven years (from 2015 to 2023).
4. Identify five social media influencers in the field of climate change. Observe their social media handles for three months and write your report. The word limit is 400.
5. Identify any three hyperlocal online newspapers. Analyse their news operations, the context of their operations and content categories. The word limit is 400.

# MNM-014: Contemporary Scenario of Digital Media

## Assignment 01

30th September 2023

**(Due Date: Please check the website for the latest update on the due date)**

**Assignment Code:**  
**MNM-014/Jan23**

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. Refer to Web Content Accessibility Guidelines (WCAG) 2.1 [<https://www.w3.org/WAI/standards-guidelines/wcag/>] and Identify any five online newspapers you choose. Analyse the respective website's compatibility with WCAG 2.1 and prepare a report based on your observations.
2. With the help of any data portal (for example, ITU data portal or a similar one), traces the growth of internet users of any five countries. Compare and contrast it regarding reach, penetration level, mobile connectivity, and broadband connectivity about various social factors like gender and age etc.
3. Internet Gender Gap - explore this factor in the national context compared to the international scenario. Give relevant examples.
4. Identify ten open-source software for any five computing applications. Give relevant details regarding its commercial alternatives, download links, and product information.
5. Check the privacy settings of the social networking site of your choice and list its salient features.



# MJM 025: Media Ethics and Laws

## Assignment 06

30th September 2023

**(Due Date: Please check the website for the latest update on the due date)**

**Assignment Code:**  
**MJM-025/Jan23**

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. Private news channels are often criticised for carrying out sting operations unethically. What are the ethical practices and laws governing the use of hidden cameras and recordings without a person's consent and knowledge? Discuss your answer in light of any recent example.
2. Discuss the role of codes of ethics in journalism as a professional practice, examining its problematic and positive aspects and whether codes are the most effective way of securing ethical media practice without unduly restraining practitioners.
3. Fake news and rumour-mongering have become a menace due to the lack of gatekeeping across social media. What, in your opinion, should be the ethical code of self-adherence to reduce the spread of such unidentified news?
4. Reading news and seeing gory photographs of riots, wars or accidents can be mentally harassing for the audience. Nevertheless, such reporting is essential from a journalistic view. Is there a need to educate journalists on Trauma Literacy for responsible reporting of accidents or riots? Justify your answer.
5. Personal data created by individuals using the internet creates both *footprints* and *fingerprints*. Discuss how data-matching on the internet poses new legal and ethical issues for media platforms and practitioners. [Data matching means the use of personal information given in one context (or held on one database) with data given (or held) in another]