

PG DIPLOMA IN ELECTRONIC MEDIA (PGDEME)

**ASSIGNMENTS
January 2024 and July 2024 Sessions**

MJM-020

MJM-024

MNM-001

MNM-002

MNM-003

MNM-004



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

PGDEME ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment in each of the six theory 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 or to your Programme Coordinator (Dr. Amit Kumar, SOJNMS, Block-15, IGNOU, Maidan Garhi, New Delhi-68)** 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. **Only handwritten assignments will be accepted.**

With best wishes,

Dr. Amit Kumar
Programme Coordinator, PGDEME
amitkumar@ignou.ac.in

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/Jan24/July24

Maximum Marks: 100

Weightage: 30%

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

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. (500 words)

MJM-024: MEDIA AND SOCIETY

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-024/ Jan24/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)

MNM-001: BROADCAST & DIGITAL JOURNALISM

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: MNM-001/Jan24/July24

Maximum Marks: 100

Weightage: 30%

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

1. Write a script for a television news package of 90 seconds duration on any sports news story of your choice.
2. What characteristics of online journalism make it different from print media? Explain with examples. (600 words)
3. Write a script for a short radio news bulletin of 5 minutes duration.
4. Describe the different categories of television programme formats with examples. (600 words)
5. Explain **any two** of the following terms: (250 words each)
 - i. PCR
 - ii. CMS
 - iii. Input
 - iv. SEO

MNM 002: AUDIO PRODUCTION

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: MNM-002/Jan24/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. Which audio program format is your favorite? Describe the components and structure of that program format. Give few examples also.
2. Describe in detail the pre-production phase of an audio documentary.
3. Explain the process of audio editing by giving example of any audio editing software.
4. What is an Audio Mixer ? Discuss its structure and functioning. You may use a diagram for your answer.
5. Write short notes on any two of the following : (250 words each)
 - a. Podcast
 - b. Radio Talk
 - c. Sound Effects
 - d. Stereo Sound

MNM 003: DIGITAL PHOTOGRAPHY & VIDEOGRAPHY

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: MNM-003/Jan24/July24

Maximum Marks: 100

Weightage: 30%

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

1. Click two photographs by applying Rule of Thirds and attach their printouts (Colour or Black and White). You can use any type of camera including smartphone to take photographs.
2. Describe the different rules of photography composition with examples. (600 words)
3. What is four-point lighting ? Explain with diagram. (600 words)
4. Discuss the different camera movements and their uses. You may use diagrams. (600 words)
5. Write short notes on any two of the following: (300 words each)
 - a. Depth of Field
 - b. Exposure Triangle
 - c. Macro Lens
 - d. Telephoto Lens

MNM 004: AUDIOVISUAL PRODUCTION

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: MNM-004/Jan24/July24

Maximum Marks: 100

Weightage: 30%

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

1. What is a mind map ? Prepare a mind map for a documentary film showcasing the role of Yoga in urban life.
2. Suppose you have to make a short film on Swami Vivekananda. Write the script of its first scene in proper format.
3. Describe the following terms: (300 words each)
 - a. Previsualization
 - b. Location Hunting
4. Discuss the different formats of audiovisual programmes with suitable examples. (600 words)
5. Write short notes on any two of the following : (300 words each)
 - a. Story Arc
 - b. Production Management
 - c. Video Transitions
 - d. 180-degree rule