

# **PG DIPLOMA IN ELECTRONIC MEDIA (PGDEME)**

**ASSIGNMENTS  
July 2022 and January 2023 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: 31<sup>st</sup> March for TEE June and 30<sup>th</sup> September for TEE December. Please check the website for the latest update on due date.**

**Assignment Code: MJM-020/July22/Jan23**

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. Choose any two media theories of your choice and analyse how it fits in the current media scenario. (400 words)
2. What are the ways in which internet has affected the traditional media of print and electronic? Cite industry reports indicating internet proliferation in India during the COVID times. (500 words)
3. Select any two language dailies of your choice. Compare their editorial pages and present the differences in a tabular form.  
(350 words)
4. Which elements of a podcast make it unique and better than earlier broadcasts? Write the concept and idea of a podcast for children upto ten years of age.  
(500 words)
5. Conceptualise and plan a fund raiser to promote tribal art through digital means. (400 words)

**MJM-024: MEDIA AND SOCIETY**  
**Assignment 02**

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

**Assignment Code: MJM-024/July22/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 one news channel and one newspaper of your choice. Get familiarized with their news operations. Identify the primary characteristics of the respective medium. Find the differences between the characteristics of these two different media.
2. Identify any five Indian advertisements. Find out the following details of the respective advertisements from the media literacy perspectives: a] What is being sold through these advertisements? b] How is it being sold? c] What is the main agenda of each advertisement, and how it is conceptualized to influence the consumer?
3. Read more about Goal 3 of Sustainable Development Goals [Good Health]. With a simple online search, understand the international and national efforts taken for this goal. Write the opportunities and challenges for the media and communication system to support goal 3.
4. Read and understand the basic concepts discussed in Unit 13 (5.2 Representation of Social Identities). Collect five days of a newspaper of your choice, and analyse their coverage on Class, Caste, Gender, Minority and Ethnicity. Write your observations in a report format. Cite suitable examples from your sample news items to support your analysis.
5. Identify any alternative media efforts from India or the Asian context. Explain its mission and objectives and compare it with any mainstream media for their approach to executing their objectives. Give adequate details of the chosen alternative media efforts.

# **MNM-001: BROADCAST & DIGITAL JOURNALISM**

## **Assignment 03**

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

**Assignment Code: MNM-001/July22/Jan23**

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. 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 of your choice.
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 002: AUDIO PRODUCTION**

### **Assignment 04**

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

**Assignment Code: MNM-002/July22/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. Discuss the different formats of audio programmes with examples.
2. Describe the three different stages of audio programme production.
3. What is Sound Broadcasting Chain ? Explain with the help of a diagram.
4. Describe the different types of microphones with diagrams.
5. Explain the process of audio editing by giving example of any audio editing software.

# **MNM 003: DIGITAL PHOTOGRAPHY & VIDEOGRAPHY**

## **Assignment 05**

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

**Assignment Code: MNM-003/July22/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 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. What is Rule of Thirds ? Explain with the help of diagrams.

# **MNM 004: AUDIOVISUAL PRODUCTION**

## **Assignment 06**

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

**Assignment Code: MNM-004/July22/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. Describe the responsibilities of production management team at production stage.
2. What is production design ? Discuss the role of research in it.
3. Describe the following terms:
  - c. Storyboard
  - d. Extreme Long Shot
4. Discuss the different formats of audiovisual programmes with suitable examples.
5. Explain the following terms :
  - a. Parallel Editing
  - b. Video Transitions