

**PG DIPLOMA IN DIGITAL MEDIA
(PGDIDM/PGDIDMOL)
MA IN JOURNALISM AND DIGITAL MEDIA
(MAJDM)**

ASSIGNMENTS

January & July 2024 Session

**MNM011
MJM021
MNM003
MJM023
MNM013
MNM014
MJM025**



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

PGDIDM/PGDIDMOL and First Year 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. *The PGDIDMOL students need to submit their assignments through LMS.*

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
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MNM-011: Understanding Digital Media

Assignment 01

September 2024 / March 2025

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

Assignment Code:
MNM-011/Jan&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. Discuss the transformative impact of the internet on traditional media industries, such as newspapers, radio, and television. How have these industries adapted to the internet's role as a new medium? What strategies could they implement to remain competitive in the digital age? Give relevant examples from Indian contexts.
2. Analyse the role of digital media in shaping public opinion and societal values. How has digital media influenced major social movements or political events in recent years? Explain it with suitable examples.
3. Examine the diverse ways in which social media platforms are utilised in India for various purposes such as business, entertainment, education, and activism. How does the Indian context influence these uses compared to global trends? Cite Indian examples.
4. Critically assess the effectiveness of online activism in India. What are the strengths and limitations of using the internet for advocacy and activism? How can activists overcome the digital divide to ensure broader participation and impact? Provide examples.
5. Discuss the potential of Information and Communication Technologies (ICT) to transform education in rural India. What are the key challenges and opportunities in implementing ICT-based educational initiatives in these areas?

MJM-021: Reporting Techniques

Assignment 02

September 2024 / March 2025

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

Assignment Code:
MJM-021/Jan&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. Imagine you are a journalist working on a major breaking news story. You receive conflicting information from two different sources: a high-ranking government official and a community activist. Discuss how you would evaluate the reliability of these sources, the steps you would take to verify their information, and how you would decide which information to include in your report.
2. You have been assigned to write an in-depth feature on the impact of climate change on coastal communities. Outline your research plan, including the types of sources you would consult, the methodology for gathering data, and how you would ensure the accuracy and comprehensiveness of your information. Discuss how you would balance scientific data with human-interest elements to create an engaging and informative article.
3. You are covering a high-stakes national sports event where the outcome has significant implications for the athletes involved and their communities. Describe how you would prepare for this reporting work, the key elements you would focus on during the event, and how you would handle potential controversies or unexpected developments. How you would ensure your reporting remains fair, accurate, and engaging for a diverse audience.
4. As a journalist assigned to report on the rise in homelessness in your city, explain how you would approach this sensitive topic. Discuss the strategies you would use to gather personal stories from affected individuals, the challenges you might face in gaining their trust, and how you would present their stories ethically. How you would incorporate data and expert opinions to provide a comprehensive view of the issue.
5. Imagine you are the news director of a new online media outlet. Describe the organisational structure you would establish for your newsroom, considering the roles and responsibilities of your team members. Discuss how you would implement workflows to ensure timely and accurate news production, especially during breaking news events. How would you use technology and digital tools to enhance your newsroom's efficiency and audience engagement?

MNM 003: Digital Photography & Videography

Assignment 03

September 2024 / March 2025

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

Assignment Code:
MNM003/Jan&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. Considering the evolution of photography from its inception to the digital age, analyse how technological advancements have impacted the accessibility and democratisation of photography. Discuss specific historical milestones and their relevance to modern digital photography practices.
2. You are tasked with documenting a wildlife conservation project in a remote area. Based on your understanding of different camera types, structures, and functions, which type of camera would you choose and why? Include considerations of environmental conditions, subject matter, and the specific functionalities that would be most beneficial. Explain your strategy in detail.
3. A travel magazine has hired you to create a visually compelling photo essay on urban street life. Explain how you would use the principles of photographic composition to convey the energy and diversity of the city. Discuss techniques such as the rule of thirds, leading lines, framing, and the use of colour and contrast to tell a cohesive story through your images.
4. You are directing a short film that focuses on the emotional journey of the protagonist. How would you utilise various shot sizes and camera angles to emphasise the character's emotions and the narrative progression? Provide examples of specific scenes and the reasoning behind your choices of shots and angles.
5. For a documentary project about the bustling life in a marketplace, describe how you would incorporate different camera movements to enhance the storytelling. Explain the impact of techniques such as tracking shots, pans, tilts, and handheld camera work on the audience's experience and the overall narrative.

MJM-023: Broadcast & Online Journalism

Assignment 04

September 2024 / March 2025

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

**Assignment Code:
MJM-023/Jan&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. You are assigned with writing a radio script for a 5-minute news bulletin on an emergency situation, such as a natural disaster. Outline the key elements and structure of your script, considering the principles of clarity, brevity, and immediacy. How would you ensure the information is both comprehensive and easy to understand for the listeners?
2. With the rise of digital streaming platforms, traditional television faces significant competition. As a television producer, how would you leverage the audio-visual strengths of television to create compelling content that attracts and retains viewers? Give relevant examples from the Indian context.
3. Considering the interactive nature of online journalism, how would you design an online news platform that encourages audience engagement and participation? Discuss the features you would include, such as comment sections, social media integration, and multimedia content, and explain how they contribute to a more dynamic and interactive news experience.
4. As a radio journalist, you are assigned to cover a breaking news story in a remote location. Discuss the challenges you might face in gathering accurate and timely information. What strategies and tools would you use to overcome these challenges and ensure the reliability of your reporting?
5. Design a content production plan for a weekly television news magazine show that covers in-depth features on social issues, culture, and technology. Detail the stages of production from concept development to post-production, and discuss the roles of the key team members involved.

MNM-013: Media, Information and Empowerment

Assignment 05

September 2024 / March 2025

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

Assignment Code:
MNM-013/Jan&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. Analyse the role of the media in disseminating information during a health crisis. What are the strengths and weaknesses of media coverage in such situations? How can media practices be improved to ensure more accurate and helpful public health communication?
2. Critically examine the representation of gender in the media. Select a specific media form (e.g., television, film, advertising) and analyse how it perpetuates or challenges gender stereotypes. Discuss the potential social impact of these representations on gender equality.
3. Discuss the role of the media in raising awareness about environmental issues. With relevant examples of successful media campaigns that have led to significant environmental changes or policies. What strategies made these campaigns effective, and how can the media continue to contribute to environmental sustainability?
4. Analyse the role of the media in advocating for human rights. Provide case studies where media coverage has led to positive changes in human rights practices. Discuss the ethical considerations and responsibilities of media organisations when reporting on human rights issues.
5. Evaluate the effectiveness of alternative media in providing a platform for marginalised voices. Compare the impact of alternative media with mainstream media in terms of content diversity and audience reach. Use examples to illustrate how alternative media can influence public discourse and policy.

MNM-014: Contemporary Scenario of Digital Media

Assignment 06

September 2024 / March 2025

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

Assignment Code:
MNM-014/Jan&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 what ways has the transition to an information society impacted the socioeconomic structures within developing nations, such as India? Discuss with reference to specific sectors like education, healthcare, and agriculture. How can policymakers leverage this shift to bridge the digital inequality and promote inclusive growth?
2. Discuss the barriers that women face in accessing ICTs in rural India. What initiatives or strategies can be implemented to improve digital literacy and access for women? Discuss the potential long-term social and economic benefits of bridging this gender gap in ICT access.
3. Explain the potential of the open-source movement in fostering innovation and economic development in India. What are the key challenges and opportunities associated with adopting open-source technologies in government and private sectors? Discuss the relevant examples of successful open-source projects in India.
4. Enumerate the concept of cybersecurity within the Indian context. How can India balance the need for security with the protection of individual privacy rights? Discuss the comprehensive cybersecurity strategy adopted by the various agencies that addresses current threats and anticipates future challenges.
5. Explain the effectiveness of current cyber laws in India in addressing the challenges posed by digital crimes and online misconduct. How can these laws be updated to keep pace with technological advancements and emerging threats? Discuss the role of international cooperation in enhancing the enforcement of cyber laws.

MJM 025: Media Ethics and Laws

Assignment 07

September 2024 / March 2025

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

Assignment Code: MJM025/Jan&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. Discuss a recent instance where a news organisation faced backlash for ethical misconduct. Discuss the principles of media ethics that were violated in this situation. How could self-regulation mechanisms have been employed to prevent such ethical breaches?
2. Consider a scenario where a journalist in India publishes a controversial piece that allegedly defames a public official. Discuss the constitutional and legal protections available to both the journalist and the official. How do the Indian Constitution and media laws balance freedom of the press with the right to reputation?
3. A tech startup in India is developing a new software that incorporates user-generated content. Discuss the implications of Intellectual Property Rights (IPR) and Copyright Law that the startup must consider. How can the company ensure compliance with these laws while fostering innovation and protecting user contributions?
4. Explain the impact of a high-profile cyberattack on a major Indian financial institution. What legal frameworks and regulations are in place to address such cyber incidents? Discuss the measures that the institution must take post-attack to comply with Cyber Law and ensure data security.
5. An international cosmetic company launches an advertising campaign in India that is later criticised for promoting unrealistic beauty standards and misleading claims. Critically assess the ethical and legal issues involved in this campaign. How should the company address these concerns ethically and legally to align with Indian advertising standards and regulations?