

**M.A in Development Journalism
(MADJ)**

**ASSIGNMENTS
JAN. 2023 and JULY 2023 Cycle**

**MDC-001
MDC-002
MDC-003
MDC-004
MDC-005
MDC-006**



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

MADJ ASSIGNMENTS

Dear Learner,

We have explained in the Programme Guide that you need to submit one Assignment in each course (MDC-001, MDC-002, MDC-003, MDC-004, MDC-005 and MDC-006). 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 examination.

You must mention your **Enrolment Number, Name, Address, Assignment Code and Study Centre Code** on the Assignment's first page. You must obtain a **receipt from the Study Centre** for the assignments submitted and retain them. 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 Study Centre 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. Please 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
- 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,

Dr. Ramesh Yadav
Programme Coordinator
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MDC-001

Fundamentals of Development and Communication

Tutor Marked Assignment (TMA)

Programme Code: MADJ

Course Code: MDC-001

Assignment Code: MDC-001/ Jan 2023- July 23

(Due Date: 30th September / 31st March every year)

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. Define Development Communication.
2. Explain the Differences between Economic Development and Economic Growth.
3. Describe the process of Communication.
4. Define Sustainable Development.
5. Describe various Paradigm of Development Communication.

MDC-002

Human Development and Communication

Tutor Marked Assignment (TMA)

Programme Code: MADJ

Course Code: MDC-002

Assignment Code: MDC-002/ Jan 2023- July 23

(Due Date: 30th September / 31st March every year)

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. Discuss the functions of Panchayati Raj institutions.
2. Describe communication support for Rural Development.
3. Explain the role of advocacy and Communication for development.
4. Explain role of Governmental development agencies in development.
5. Describe the role of Media in Nation Building.

MDC-003

Media in Development Communication

Tutor Marked Assignment (TMA)

Programme Code: MADJ

Course Code: MDC-003

Assignment Code: MDC-003/ Jan 2023- July 23

(Due Date: 30th September / 31st March every year)

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. Describe the different stages of Radio Writing.
2. Discuss implications of Gender and Media relationship.
3. Describe the impacts of Digital Media on children.
4. Explain the difference between Opinion Writing and other forms of journalistic expression.
5. Explain the basics elements of Online Journalism.

MDC-004

Development Journalism for Social Change

Tutor Marked Assignment (TMA)

Programme Code: MADJ

Course Code: MDC-004

Assignment Code: MDC-004/ Jan 2023- July 23

(Due Date: 30th September / 31st March every year)

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. Describe Corporate Social Responsibility for Development.
2. Discuss role of Media Campaigns for Environmental awareness.
3. Write a short essay on Agriculture issues in India.
4. Discuss role of Community Media for Rural Development.
5. Explain principles of Good Reporting. Discuss techniques of Good Reporting.

MDC-005

Development: Information and Communication Technologies

Tutor Marked Assignment (TMA)

Programme Code: MADJ

Course Code: MDC-005

Assignment Code: MDC-005/ Jan 2023- July 23

(Due Date: 30th September / 31st March every year)

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. Write a short essay on the role of Digital Media in society.
2. Discuss models of E - Governance in rural development.
3. Define Information and Communication Technologies. Explain role of ICT in education.
4. Explain challenges and opportunities of E - Governance.
5. Explain the Information and Communication Technologies integration in ODL.

MDC-006

Media and Communication Theories

Tutor Marked Assignment (TMA)

Programme Code: MADJ

Course Code: MDC-006

Assignment Code: MDC-006/ Jan 2023- July 23

(Due Date: 30th September / 31st March every year)

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. 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.
2. 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.
3. 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.
4. 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.
5. How is the theory of political economy applicable to YouTube channels? Analyse with respect to influencers and the way they manipulate public opinion.