

**M.A IN DEVELOPMENT JOURNALISM (MADJ)
And
POST GRADUATE IN DIPLOMA IN DEVELOPMNET
COMMUNICATION (PGDDC)**

**ASSIGNMENTS
JAN. 2024 and JULY 2024 cycle**

**MDC-001
MDC-002
MDC-003
MDC-004
MDC-005
MDC-006
MDCE-0006**



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

Dear Learner,

MADJ/PGDDC ASSIGNMENTS

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, MDC-006 and MDCE-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
rameshyadav@ignou.ac.in

MDC-001

Fundamentals of Development and Communication

Tutor Marked Assignment (TMA)

Programme Code: MADJ/PGDDC

Course Code: MDC-001

Assignment Code: MDC-001/Jan 2024- July 24

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

Maximum Marks: 100

Weightage: 30%

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

1. Explain measurement and indices of human development.
2. Describe the concept of Political Development and its impact on democracy.
3. Discuss the impact of development on women.
4. Explain the role of media in development.
5. Discuss the dynamics and causes of inequality in Indian society.

MDC-002

Human Development and Communication

Tutor Marked Assignment (TMA)

Programme Code: MADJ/PGDDC

Course Code: MDC-002

Assignment Code: MDC-002/Jan 2024- July 24

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

Maximum Marks: 100

Weightage: 30%

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

1. Describe various issues & challenges in water management.
2. Discuss the contribution & problems of public sector involvement in Development.
3. What are various types of NGO's & their importance in Indian scenario?
4. Discuss the folk and traditional media contribution towards social change, with suitable example.
5. Explain the use of alternative media in modern society.

MDC-003

Media in Development Communication

Tutor Marked Assignment (TMA)

Programme Code: MADJ/PGDDC

Course Code: MDC-003

Assignment Code: MDC-003/Jan 2024- July 24

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

Maximum Marks: 100

Weightage: 30%

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

1. How writing for radio is different from writing for television and online media.
2. What are the basic principle and fundamental rules for television news writing?
3. What are different presentation techniques used by the TV news anchor? Explain any two in detail.
4. Discuss the design of online newsroom.
5. What are the various models of media ethics. Explain any two in detail.

MDC-004

Development Journalism for Social Change

Tutor Marked Assignment (TMA)

Programme Code: MADJ/PGDDC

Course Code: MDC-004

Assignment Code: MDC-004/Jan 2024- July 24

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

Maximum Marks: 100

Weightage: 30%

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

1. Explain how a scientific report should be formulated.
2. Trace the historical overview of education sector in India.
3. Elucidate the core concepts of Media Literacy.
4. Differentiate between citizen and Professional Journalism.
5. Describe the concept of community media in detail.

MDC-005

Development: Information and Communication Technologies

Tutor Marked Assignment (TMA)

Programme Code: MADJ/PGDDC

Course Code: MDC-005

Assignment Code: MDC-005/Jan 2024- July 24

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

Maximum Marks: 100

Weightage: 30%

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

1. Explain various conceptual framework and characteristics of cyberspace.
2. What are the issues & challenges in integrating ICT in education. Discuss in the context of distance education.
3. Describe online activism and its characteristics.
4. Elucidate the field of citizen Journalism and how it contributes to social change.
5. Does the internet provide voices to marginalized sections? Discuss with one case study.

MDC-006

Research Methods in Development Communication

Tutor Marked Assignment (TMA)

Programme Code: MADJ/PGDDC

Course Code: MDC-006

Assignment Code: MDC-006/Jan 2024- July 24

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

Maximum Marks: 100

Weightage: 30%

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

1. Elucidate various media theories related to selective Process.
2. Discuss altitudes and appeals with special references to persuasive advertising.
3. Explain economic purser of media and its effects in politics.
4. What are the key audience theories in media landscape, Explain?
5. What are core concepts of Marxist Theory? Explain giving suitable examples from media landscape.

MDCE-006

Research Methods in Development Communication

Tutor Marked Assignment (TMA)

Programme Code: MADJ

Course Code: MDCE-006

Assignment Code: MDCE-006/Jan 2024- July 24

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

Maximum Marks: 100

Weightage: 30%

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

1. Discuss the key principles of development research.
2. What are the objectives of review of literature and down the key steps of review of literature? Explain.
3. Describe origin and growth of content analysis. Also explain various steps in performing content analysis.
4. What is ethnography research and explain the types of observation used in ethnography research.
5. Explain the term “Focus Group Discussion” and give one case study with suitable examples.