

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

ASSIGNMENTS

January 2025 & July 2025 Session

**MNM011
MJM021
MNM003
MJM023
MNM013
MNM014
MJM025**

For PGDIDM (Old) - MNM012 & MNM015



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

PGDIDM/PGDIDMOL and First Year MAJDM/MAJDMOL ASSIGNMENTS

Dear Learner,

As the Programme Guide explains, you must submit one assignment for each theory course. Before attempting the assignments, please read the detailed instructions in the Programme Guide.

The last date of submission is given for 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 and MAJDMOL 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 **Study Centre** receipt for the submitted assignments. It would be advisable to maintain 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 of it with you**. The Centre will send the marks you obtained 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 helpful 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 the 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 logically.

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, neatly separating each answer.

With best wishes,

Prof. K S Arul Selvan
Programme Coordinator, MAJDM
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MNM-011: UNDERSTANDING DIGITAL MEDIA

September 2025 / March 2026

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

**Assignment Code:
MNM-011/Jan&July25**

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. Critically examine how the internet has transformed journalism ethics and the role of gatekeeping in digital newsrooms. How do online platforms balance editorial responsibility with user-generated content? Give relevant examples from the Indian media landscape.
2. Discuss the influence of digital media on political engagement among Indian youth. How have digital campaigns, social media discourse, and online political advertising shaped voter behavior and political participation in recent elections?
3. Analyse the role of digital platforms in fostering media literacy and combating misinformation in India. What strategies enhance critical thinking and responsible content consumption among Indian internet users?
4. Assess the impact of algorithm-driven content distribution on audience behavior in India. How do recommendation systems of platforms like YouTube, Instagram, and X (formerly Twitter) shape public discourse, and what are the potential risks and benefits?
5. Examine the role of artificial intelligence (AI) and automation in India's ICT-based governance and service delivery. How have initiatives such as Aadhaar-based authentication, AI-driven chatbots, and predictive analytics improved governance efficiency, and what challenges remain?

MJM-021: REPORTING TECHNIQUES

September 2025 / March 2026

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

Assignment Code:
MJM-021/Jan&July25

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. With AI-generated content becoming more prevalent, analyse its impact on journalistic practices in India. Discuss the ethical concerns, potential benefits, and challenges news organisations face in maintaining credibility in an AI-driven media landscape. Include examples of Indian media using AI for content generation or fact-checking.
2. Sports reporting also involves investigative journalism on match-fixing, corruption, doping, and governance issues. Examine a recent case where investigative sports journalism uncovered a major scandal. Discuss the role of journalists in holding sports bodies accountable and the risks involved in such reporting.
3. Over the next three days, track a trending fashion hashtag on Instagram or X. Identify at least three influencers or brands driving the trend. Analyse how they present their content. Create a short report on how social media shapes consumer choices in fashion, supported by screenshots or descriptions of your findings.
4. Select a recent incident where media coverage has fueled or mitigated religious tensions in India. Examine how different media outlets approached the issue, the role of social media in shaping narratives, and the ethical responsibilities of journalists in such situations.
5. Watch two episodes from an Indian web series on platforms like Netflix, Amazon Prime, or Hotstar. Compare how storytelling, character representation, and production quality differ from traditional Bollywood films or TV serials. Additionally, speak to at least one regular OTT viewer to understand how their viewing habits have changed.

MNM 003: DIGITAL PHOTOGRAPHY & VIDEOGRAPHY

September 2025 / March 2026

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

**Assignment Code:
MNM003/Jan&July25**

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. Describe the different elements of photography composition with suitable examples. (600 words)
2. Click two photographs depicting the richness of Indian culture. Write their captions, too. Attach colour or black-and-white prints of these photos.
3. What is three-point lighting? Explain with a diagram. (600 words)
4. What is the camera angle? Discuss the different types of camera angles and explain their role in meaning creation. (600 words)
5. Write short notes on the following: (200 words each)
 - a. Photojournalism
 - b. Shutter Speed
 - c. ISO d. Framing

MJM-023: BROADCAST & ONLINE JOURNALISM

September 2025 / March 2026

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

Assignment Code:
MJM-023/Jan&July25

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. Listen to a live radio program and note its structure, tone, and language. Analyse the script's flow, word choice, pauses/music/sound effects, and engagement tactics. Write a 500-word critique evaluating strengths/weaknesses and suggesting improvements for audience engagement.
2. Analyse and compare the presentation techniques of two leading Indian TV news anchors. Examine their vocal tone, pacing, eye contact, use of graphics, and audience engagement strategies. How do their styles influence credibility and audience perception?
3. Select a recent news story covered by a print newspaper and an online website. Analyse the differences in writing style, structure, tone, and how visuals and hyperlinks are used in the online version. Write a comparison explaining how online writing adapts to digital audiences and enhances reader engagement.
4. Choose a human interest story or social issue and develop a one-minute news feature script for television. Make the story compelling by using a mix of voice-overs, visuals, and interviews.
5. Find a viral news story or social media post later debunked as fake news. Use online fact-checking tools (e.g., Alt News, Google Reverse Image Search) to verify the credibility of the information. Write a report on your fact-checking process.

MNM-013: MEDIA, INFORMATION AND EMPOWERMENT

September 2025 / March 2026

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

**Assignment Code:
MNM-013/Jan&July25**

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. Critically analyse the relationship between media and society by discussing key theories of media influence. How do different audience groups interact with media content in contemporary digital spaces?
2. Examine the role of Media and Information Literacy (MIL) in fostering an informed citizenry. How can MIL empower individuals in developing countries to combat misinformation and navigate digital inequalities?
3. Critically assess how media policies influence content diversity and audience access to information. Compare national media policies with international regulatory frameworks and discuss their implications on press freedom and democratic participation.
4. Examine the role of digital and social media in development communication. How have emerging technologies transformed traditional development communication models, particularly in rural and underprivileged communities? Give suitable case studies to support your analysis.
5. Assess the role of media in shaping education. How do different forms of media contribute to or challenge traditional education systems? Discuss the potential of media-driven education in bridging educational inequalities.

MNM-014: CONTEMPORARY SCENARIO OF DIGITAL MEDIA

September 2025 / March 2026

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

**Assignment Code:
MNM-014/Jan&July25**

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 how the shift from traditional to digital media has influenced the formation of the Information Society. How have digital technologies transformed media consumption patterns and audience engagement in India?
2. Instead of discussing barriers, examine successful ICT-based initiatives to empower women in India. How have projects like Digital Saksharta Abhiyan, SEWA's ICT programs, or private-sector interventions contributed to bridging the gender digital divide?
3. Analyse the impact of cyberspace on the Indian diaspora. How has digital media facilitated cultural preservation, transnational communication, and economic participation for the Indian diaspora in the globalised world?
4. Investigate the ethical dilemmas of misinformation, deepfakes, and data privacy breaches in new media. How can policymakers and technology companies create frameworks to mitigate these issues while maintaining freedom of expression?
5. Compare India's cyber laws with international frameworks. What lessons can India learn from these global legal structures to strengthen its Information Technology Act and cybercrime regulations?

MJM 025: MEDIA ETHICS AND LAWS

September 2025 / March 2026

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

Assignment Code: MJM025/Jan&July25

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. Choose a recent political advertisement that has sparked debate regarding ethical concerns. Analyse the ad using ethical frameworks such as truthfulness, fairness, and social responsibility. Discuss its potential impact on public opinion, political discourse, and democratic values.
2. Explore the role of the Right to Information (RTI) Act in investigative journalism in India. Select a case where RTI disclosures led to significant public revelations. Assess the effectiveness of RTI in holding power accountable and the challenges journalists and activists face in accessing information.
3. Investigate a recent case where a media organisation faced backlash for publishing misleading or false information. Analyse how the organisation responded, whether self-regulation measures were effective, and what lessons can be learned for responsible journalism in the digital age.
4. Analyse the case of news articles being used to train AI without the publisher's permission in the context of evolving copyright laws, digital piracy, and fair use. Discuss possible legal reforms or industry adaptations to protect both creators and consumers.
5. Monitor TV, newspapers, or social media for three misleading, exaggerated, or deceptive advertisements. Compare them with advertising ethics and ASCI guidelines. Write a report analysing how these ads violate ethical principles and suggest how they could be more truthful.

MNM037: SOCIAL MEDIA AND SOCIETY

September 2025 / March 2026

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

Assignment Code: MNM037/Jan&July25

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. Critically evaluate the role and functions of social media as both a participatory and a commercial platform. In your answer, consider the technological affordances, ownership patterns, and the socio-political implications of platforms like Facebook, Instagram, and X (Twitter).
2. How has transmedia storytelling transformed journalism practices on social media platforms? Give relevant examples from Indian digital journalism initiatives.
3. Examine the paradox of ‘connectivity and control’ in the context of privacy and ethics on social media. Reflect on how users negotiate identity, self-presentation, and data privacy in everyday social media use.
4. Discuss how contemporary political movements in India have utilised social media for mobilisation, narrative building, and counter-narratives. Analyse at least two recent political or social movements. Apply theories of social capital, networked publics, or collective action to structure your answer.
5. Social media analytics is often perceived as a double-edged sword for marketers and educators alike. Critically assess how data-driven strategies shape learning outcomes and consumer behaviour.
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MNM012: DIGITAL JOURNALISM

September 2025 / March 2026

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

Assignment Code: MNM012/Jan&July25

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 key principles that define news as a journalistic product. How do these principles guide the selection and presentation of news stories across different media platforms?
2. Evaluate the significance of research in journalistic writing. How does research influence the accuracy, credibility, and depth of news reporting? Provide examples to illustrate your answer.
3. Compare and contrast the writing techniques used for radio, television, and online media. How do audience engagement, format constraints, and storytelling techniques vary across these platforms?
4. Analyse the impact of mobile journalism on news production and dissemination. How has mobile journalism transformed the role of journalists and the accessibility of news content for audiences?
5. Examine the role of data journalism in contemporary news reporting. How do data visualisation, statistical analysis, and investigative research contribute to storytelling in digital journalism? Cite relevant examples.

MNM015: MEDIA RESEARCH METHODS

September 2025 / March 2026

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

Assignment Code: MNM015/Jan&July25

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 concept, nature, and scope of research in the context of media and communication studies. How do different research paradigms shape how knowledge is generated in this field?
2. Compare and contrast qualitative and quantitative research methodologies. How do sampling methods vary across these approaches, and what are the implications for research validity and reliability?
3. Explain the significance of the literature review in the research process. What strategies can researchers use to identify relevant studies, and how does a well-conducted review contribute to defining and formulating a research problem?
4. Describe the survey and content analysis methods in media research. In what types of studies are these methods most suitable, and what challenges may researchers face while using them?
5. Critically evaluate the role of semiotics in media research. How can semiotic analysis be integrated with other research methods, such as case studies and interviews, to provide deeper insights into media texts?