

MA IN JOURNALISM AND DIGITAL MEDIA (MAJDM)

Second-Year ASSIGNMENTS

January & July 2025 Session

**MNM030
MNM031
MNM032
MNM033
MNM034
MNM035
MNM036**



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

MAJDM ASSIGNMENTS

Dear Learner,

As the Programme Guide explains, you must submit one assignment for each SEVEN 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.

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
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MNM 030: THEORISING DIGITAL MEDIA

September 2025 / March 2026

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

Assignment Code: MNM030/Jan&July25

Maximum Marks: 100

Note: Answer all the questions. All questions carry equal marks = 20 each.
Attempt each question in about 500 words.

1. How has digital media changed how we communicate today? Consider the multi-platform use, online networks, and collaboration platforms for your answers. Share examples from India.
2. How do power and ideology affect digital communication? Consider how ideas like nationalism or consumerism appear online. How do ownership and technology shape what we see and share?
3. How do online platforms shape identity and pop culture? Particularly in the broad categories like memes, influencers, and digital trends. How do people express themselves and build communities online?
4. What is posthumanism, and how is it changing digital media? Briefly explain posthumanism. How are AI and machines changing who creates content and how media works?
5. Why is data important in digital media, and what are the ethical concerns? How is data used in digital communication? What issues do we face around privacy, surveillance, and ethics?

MNM 031: INTERNET RESEARCH METHODS

September 2025 / March 2026

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

Assignment Code: MNM031/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 discuss the evolution of internet research traditions and relevance to contemporary media research. How do these traditions influence the framing of research problems and selection of research methods?
2. In the context of digital media environments, explain the challenges of identifying research problems and sourcing reliable data. How do digital affordances and algorithmic filters affect the research process? Illustrate with examples.
3. Compare and contrast online ethnography and narrative analysis as qualitative internet research methods. Discuss their methodological procedures, strengths, and limitations with appropriate case references.
4. What is the role of social network analysis (SNA) in understanding digital public spheres? Discuss how SNA can be applied to study online discourse, influencer networks, or misinformation flows, particularly in the Indian context.
5. Internet-based research demands new ethical frameworks distinct from traditional social research. Critically examine the ethical challenges in digital data collection, especially concerning consent, privacy, and representation. How can researchers ensure ethical integrity in internet research?

MNM 032: ICT FOR DEVELOPMENT

September 2025 / March 2026

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

Assignment Code: MNM032/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 the role of Information and Communication Technologies (ICTs) in bridging the digital divide. How ICT4D initiatives have addressed or failed to address access, affordability, and digital skills, particularly in developing countries like India.
2. Discuss the interrelationship between ICTs and poverty reduction with relevant case studies. Evaluate how ICT interventions have been employed to address multidimensional poverty. Cite relevant examples.
3. Assess the impact of ICTs on environmental sustainability. How can digital technologies contribute to climate action and natural resource management in developing countries?
4. ICTs have been instrumental in creating inclusive knowledge societies. Explain the characteristics of a knowledge society and analyse how ICTs can be leveraged for equitable knowledge access in developing countries.
5. Examine the policy and institutional framework of e-governance in India with reference to ICT4D. Analyse the strategic objectives and implementation mechanisms of key e-governance programs. Reflect on how these efforts contribute to transparency, efficiency, and citizen-centric service delivery in governance.

MNM 033: DATA SCIENCE AND BIG DATA

September 2025 / March 2026

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

Assignment Code: MNM033/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. You are working in a digital newsroom during a general election. How would you use real-time data on audience engagement (clicks, shares, comments) to guide story updates and editorial decisions throughout the day? Mention relevant data tools and ethical concerns.
2. A national media outlet assigns you to investigate disparities in healthcare access. Describe how you would use data mining and visualisation to uncover patterns in public health records. How can such an approach strengthen investigative journalism?
3. Many mobile news apps offer personalised content based on what users read, watch, or search for. As a media researcher, how would you study audience behaviour using data from such an app (e.g., time spent on articles, categories browsed, or frequency of visits)? What patterns would you look for to understand user preferences, and how could this help improve the content shown to different users?
4. As part of a digital media research project, you aim to study misinformation trends during a major public health event. How would you use social media data and sentiment analysis to identify and classify misinformation?
5. Reflect on how learning data science tools (like data cleaning, visualisation, and analytics) can help journalism students better understand audience behaviour in the digital age. Give examples of tools and their practical application in content creation.

MNM 034: MOBILE JOURNALISM

September 2024 / March 2025

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

Assignment Code: MNM034/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 of mobile phones as a journalistic tool in contemporary society. Discuss how mobile phones have transformed news production and consumption patterns. Highlight both the opportunities and limitations mobile journalism presents in India's context of access, immediacy, and digital inequality.
2. Compare traditional journalism with mobile journalism (MoJo), specifically multimedia storytelling. Discuss how mobile journalism leverages mobile apps, equipment, and platforms to create and distribute multimedia news stories. Use examples to show how storytelling has evolved in the MoJo era.
3. Examine the changing patterns of mobile news consumption among Indian audiences. How have mobile devices reshaped how people access and engage with news content? Identify key trends, audience behaviours, and the implications for journalists and news organisations.
4. Describe the end-to-end process of producing a mobile journalism story using a smartphone. Mention relevant mobile apps, equipment, and techniques that enhance the quality and credibility of MoJo content.
5. "Mobile journalism enables democratisation of news but also raises new ethical and professional challenges." Discuss. Examine how mobile journalism provides opportunities for citizen journalism and greater public participation.

MNM 035: MEDIA AND INFORMATION LITERACY

September 2025 / March 2026

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

Assignment Code: MNM035/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 the role of Media and Information Literacy (MIL) in strengthening civic participation and access to information in democratic societies.
2. Discuss how the convergence of media, technology, and society has transformed communication and information access patterns.
3. Analyse the relevance of learning theories in integrating Media and Information Literacy (MIL) within formal and informal educational contexts. How can MIL contribute to lifelong learning and critical engagement with media content?
4. Critically analyse how various forms of media—television, films, print, and music videos—shape perceptions of identity, culture, and diversity. To what extent do existing industry codes address issues of representation, and what gaps remain in ensuring inclusivity in media narratives?
5. Examine the key elements that define the news development process, from selecting events to constructing news narratives. Discuss the role of visual imagery in contemporary news reporting and its influence on audience reception.

MNM 036: DIGITAL MEDIA LITERACY

September 2024 / March 2025

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

Assignment Code: MNM036/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 the transition from traditional to digital media. How has this shift transformed information production, distribution, and consumption? Illustrate your answer with examples from both legacy and contemporary digital platforms.
2. Discuss the concept “The Medium is the Message” in the context of mobile and internet-based communication technologies. How do digital platforms shape information's meaning, credibility, and interpretation today?
3. Evaluate the potential of alternative media and interactive multimedia tools in promoting media literacy and democratic participation. How can these platforms challenge mainstream narratives and empower marginalised communities?
4. Analyse the challenges and risks faced by young people in virtual spaces. In what ways can digital information literacy help mitigate these risks and foster responsible online behaviour?
5. What is the significance of advertising literacy in digital marketing and influencer culture? How can individuals critically decode persuasive content across different media genres and platforms?