MASTERS OF ARTS

IN

JOURNALISM AND MASS COMMUNICATION

(SECOND YEAR)

(MAJMC II)

ASSIGNMENTS

January 2025 and July 2025 Cycle

MJM 026/126

MJM 027

MJM 028

MJM 029

MJM 030/130

MJM 031

SCHOOL OF JOURNALISM & NEW MEDIA STUDIES

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI-110068

MAJMC - II ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (MJM 026/126, 027, 028, 029, 030/130 and MJM 031). 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 Examinations in the respective Course. You must mention your Enrolment Number, Name, Address, Assignment Code and Study Centre Code on the first page of the Assignment. You must obtain a receipt from the Study Centre for the assignments submitted and retain it. **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 Centre to SED at IGNOU, New Delhi.

Guidelines for writing the Assignments

Attempt all questions given in each assignment as instructed.
You may find it useful to keep the following points in mind:

- **Planning**: First read the study material carefully, attend Teleconferencing Sessions and Interactive Radio Counseling Sessions conducted for the programme; if required you canobtain 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.
- **Organising**: 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. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting**: Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Dr. Amit Kumar
Programme Coordinator
Email: amitkumar@ignou.ac.in

M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2025 and July 2025 Cycle)

MJM-026: PRINT MEDIA

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Course Code: MJM-026

Assignment Code: MJM-026/Jan25/Jul25

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 600 words

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1. What is the role of media in ensuring good governance? Discuss with examples.

2. Write a note on "Current Status of Print Media in India".

3. Explain the following terms (150 words each): 4x5 = 20

   a. Planography

   b. Oligopoly

   c. Diagonal Expansion

   d. Offset

4. If you were a journalist covering a conflict, how would you ensure balanced and ethical reporting?

5. Write short notes on **any two** of the following topics. (300 words each) 2 x 10 = 20

   a. Subscription models in e-newspapers

   b. News Analysis

   c. Reader engagement in print vs. e-newspapers

   d. MoJo

M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2025 and July 2025 Cycle)

MJM-027: ELECTRONIC MEDIA

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Course Code: MJM-027

Assignment Code: MJM-027/Jan25/Jul25

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*
Attempt each question in about 600 words

1. Why is white balancing important in photography? How does it help in setting the overall look of an image?

2. Explain the following terms: (150 words each)
   a. Viewfinder
   b. ENG
   c. Bird's eye view shot
   d. Additive color model

3. Write a script for the first 5 minutes of a documentary film on Rani Ahilyabai Holkar.

4. Write short notes on any two of the following : (300 words each)
   a. Depth of Field
   b. Continuity Editing
   c. Shot, Scene, and Sequence
   d. Exposure Triangle

5. What are leading lines in photography, and how do they create a strong visual impact? Capture a photo with your phone using leading lines and attach a printed copy with your answer.

M.A. (JOURNALISM AND MASS COMMUNICATION) – II
Assignments

(January 2025 and July 2025 Cycle)

MJM-028: DIGITAL MEDIA

Course Code: MJM-028

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Assignment Code: MJM-028/Jan25/Jul25

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 600 words

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1. Explain the following terms : (150 words each) 2x5 = 20
   a. Digital Divide
   b. Hacktivism
   c. Active and Passive Audience
   d. Mass Personal Communication

2. How does social media enable cultural exchange between communities and countries? Explain with examples.

3. Identify an alternative media platform from your region and analyze its characteristics. Discuss its content style, target audience, impact, and how it differs from mainstream media.

4. How do social media audiences engage with content differently than traditional media audiences ?

5. Write short notes on **any two** of the following: (300 words each) 2x10 = 20

   a. Online Disinhibition Effect
   b. Net Neutrality
   c. ICT and Health communication
   d. Language Of Internet

M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2025 and July 2025 Cycle)

M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2025 and July 2025)

MJM-029: ADVERTISING AND PUBLIC RELATIONS

Course Code: MJM-029

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Assignment Code: MJM-029/Jan25/Jul25

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*
Attempt each question in about 600 words

1. Select a recent Indian advertisement and identify the advertising appeals used (emotional, rational, or others). Analyse the effectiveness of these appeals using the AIDA model.

2. Choose a well-known Indian FMCG brand (e.g., Amul, Tata, Patanjali, etc.) and evaluate its brand positioning strategy. How does the brand differentiate itself from its competitors? Use relevant theories from the syllabus to support your analysis.

3. Study a PR campaign conducted by a state or central government in India. Analyze its objectives, tools used, and impact on the public. Provide recommendations for improvement.

4. Choose a consumer product and propose a media plan for its advertising campaign. Justify your choice of media (TV, digital, outdoor, etc.) based on the product's target audience and budget considerations.

5. The Swachhta recent public awareness campaign in India had the theme, “Swabhav Swachhata, Sanskaar Swachhata,” in 2024. Analyze this campaign's objectives, target audience, and media strategy. Suggest improvements based on advertising research principles.

M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2025 and July 2025 Cycle)

MJM-030: MEDIA & COMMUNICATION THEORIES

Course Code: MJM-030

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Assignment Code: MJM-030/Jan25/Jul 25

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 600 words

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1. How do media platforms facilitate persuasive campaigns for social change? Support your answer with an example of any such recent campaign.

2. What is Social Comparison Theory, and how does social media influence it in everyday life? Give examples of recent news or events where social media has impacted social comparison.

3. Discuss the key assumptions of the Uses and Gratifications Theory and explain how they apply to modern media consumption.

4. How does media shape gender roles and identity in society? Give examples from films, advertisements, or news.

5. Write short notes on **any four** of the following (150 words each): (4x5=20)

    a. Resonance
    b. Global Village
    c. Chicago School
    d. Selective Retention
    e. Mean World Syndrome
    f. Media Hegemony

M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2025 and July 2025 Cycle)

MJM-031 COMMUNICATION RESEARCH METHODS

Course Code: MJM-031

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 600 words.

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1. How does the case study method differ from survey research in terms of approach, data collection, and analysis? Discuss their strengths and weaknesses, and explain when a case study would be the preferred method over a survey.

2. Discuss the key characteristics and objectives of content analysis as a research method.

3. How do you search for relevant literature for a research topic? Discuss the use of databases, journals, and other sources.

4. Prepare 15 questions for a structured interview on the topic "Effects of Media on Indian Family Values".

5. Write short notes on **any four** of the following (150 words each): 4x5 = 20

    a. Scales of Measurement
    b. Research Paradigms
    c. Pilot study
    d. Primary and Secondary data
    e. Snowball Sampling
    f. Likert Scale