

**MASTERS OF ARTS**  
**IN**  
**JOURNALISM AND MASS COMMUNICATION**  
**(SECOND YEAR)**  
**(MAJMC II)**

**ASSIGNMENTS**

**January 2024 and July 2024 Cycle**

MJM 026

MJM 027

MJM 028

MJM 029

MJM 030

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, 027, 028, 029, 030 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 can obtain 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](mailto:amitkumar@ignou.ac.in)

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

**Assignments**

**(January 2024 and July 2024)**

**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 due date.**

**Course Code: MJM-026**

**Assignment Code: MJM-026/Jan24/Jul24**

Maximum Marks: 100

Weightage: 30%

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*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 are the different sources of environmental news? Discuss with examples. 20
2. Discuss the important strategies for conflict sensitive reporting. 20
3. Explain the following terms (150 words each): 4x5 = 20
  - a. GDP
  - b. Zero Hour
  - c. Question Hour
  - d. Inflation
4. Write a news report on any agriculture related issue. 20
5. Write short notes on any two of the following topics. (300 words each) 2 x 10 = 20
  - a. Backgrounder
  - b. Film Review
  - c. Elements of Graphic Design
  - d. Vertical Expansion Model

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

**Assignments**

**(January 2024 and July 2024)**

**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 due date.**

**Course Code: MJM-027**

**Assignment Code: MJM-027/Jan24/Jul24**

Maximum Marks: 100

Weightage: 30%

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

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1. What is three-point lighting ? Explain with diagram. (600 words) 20
2. Click two photographs by applying Rule of Thirds and attach their printouts (Colour or Black and White). You can use any type of camera including smartphone to take photographs. 20
3. Explain the following terms : (150 words each) 4x5 =20
  - a. Dolly
  - b. ISO
  - c. Tilt
  - d. Dolly Zoom
  - d. FM
4. Describe the different elements of photography composition. (600 words) 20
5. Write short notes on any two of the following : (300 words each) 2x10 = 20
  - a. Phone in programmes
  - b. 180 degree rule
  - c. Production Design
  - d. Production Management

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

**(January 2024 and July 2024)**

**MJM-028: DIGITAL MEDIA**

**Course Code: MJM-028**

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

**Assignment Code: MJM-028/Jan24/Jul24**

Maximum Marks: 100  
Weightage: 30%

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*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 : (300 words each) 2x10 = 20
  - a. Virtual Communities
  - b. Actor-Network Theory
  
2. What do you understand by the terms – Disinformation, Misinformation and Mal-information ? Explain these terms with suitable examples. Try to give real examples that you have seen recently. (20)
  
3. Discuss some social media etiquettes that users should follow while operating on social media. (20)
  
4. Select the web portals of any two universities of India of your choice. Compare the services provided by these two selected web portals. (Attach screenshots of your chosen web portals). (20)
  
5. Write short notes on any two of the following: (300 words each) 2x10 = 20
  - a. Online Activism
  - b. Citizen Journalism
  - c. ICT Enabled Education
  - d. Models of E-Governance

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

**Assignments**

**(January 2024 and July 2024)**

**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 due date.**

**Assignment Code: MJM-029/Jan24/Jul24**

Maximum Marks: 100

Weightage: 30%

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

*Attempt each question in about 600 words*

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1. Select any recent advertising campaign of your choice. Identify the appeals used and discuss how these align with the target audience and campaign objectives. Provide recommendations for improving the campaign based on your analysis. 20
2. Discuss, with suitable examples, how ideation and copywriting contribute to conveying a compelling message. 20
3. Describe the structure and functioning of an Ad Agency. 20
4. Prepare a press release for any product launch event. 20
5. Write short notes on any two of the following (300 words each) : 2x10 = 20
  - a. Message Weight
  - b. Internal Publics
  - c. CSR
  - d. Corporate Image

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

**Assignments**

**(January 2024 and July 2024)**

**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 due date.**

**Assignment Code: MJM-030/Jan24/Jul 24**

Maximum Marks: 100  
Weightage: 30%

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

*Attempt each question in about 600 words*

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1. Write notes on following (300 words each): 2x10 = 20
  - a. Maslow's Hierarchy of Needs
  - b. Two-step flow of communication
2. What do you understand by cultural imperialism? Express your opinion on the role of media in cultural imperialism in the Indian context. 20
3. Explain the media dependency theory in detail. Use suitable examples. 20
4. Take a week's national and regional newspapers and study the front page news in them. Then compare and make an analytical report on how the agenda created by the media differs for both. You may paste important news clippings. 20
5. Write short notes on any four of the following (150 words each) : 4x5 = 20
  - a. Selective Perception
  - b. Cognitive Dissonance
  - c. Technological Determinism
  - d. Audience Research
  - e. Frankfurt School
  - f. Hidden Persuasion

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

**Assignments**

**(January 2024 and July 2024)**

**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 due date.**

**Assignment Code: MJM-031/Jan24/Jul 24**

Maximum Marks: 100

Weightage: 30%

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

*Attempt each question in about 600 words .*

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1. Write a literature review citing at least five research papers/books/dissertations on various aspects of Indian culture and media. Also write references in APA style. 20
2. Discuss the different types of non-probability sampling. 20
3. Design a survey questionnaire with about 15 questions to know the opinion of viewers about prime time content of national television channels. 20
4. Describe the different types of content analysis. 20
5. Write short notes on any four of the following (150 words each) : 4x5 = 20
  - a. Summative Research
  - b. Research Question
  - c. Pre-testing of Questionnaire
  - d. Control Group
  - e. Ordinal Scale