

# **MA IN JOURNALISM AND DIGITAL MEDIA (MAJDM)**

## **Second-Year ASSIGNMENTS**

**January & July 2024 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 explained in the Programme Guide, you must submit one Assignment in each SEVEN theory course. Before attempting the assignments, please carefully read the detailed instructions in the Programme Guide.

The last date of the submission is given against 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 **receipt from the Study Centre** for the assignments submitted. 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 Centre will send the marks obtained by you 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. 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
- 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, writing each answer neatly.

With best wishes,

Prof. K S Arul Selvan  
Programme Coordinator, MAJDM  
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# MNM 030: Theorising Digital Media

## Assignment 08

September 2024 / March 2025

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

**Assignment Code: MNM030/Jan&July24**

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 500 words.*

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1. Discuss how the mediatisation of everyday life through social media platforms like Instagram and Facebook influences individuals' self-perception and social interactions. With relevant examples, explain how mediatisation shapes social norms and behaviours.
2. Enumerate the impact of the network society on the accessibility of information in developing countries compared to developed nations. How does the structure of the network society contribute to digital inequalities, and what strategies could be implemented to mitigate these disparities?
3. Explore the role of memes and viral trends in shaping contemporary popular culture. How do platforms like YouTube and X (formerly Twitter) facilitate the rapid dissemination of cultural phenomena, and what are the implications for cultural diversity and expression?
4. Assess the impact of online platforms like GitHub and Google Docs on collaborative work environments in industries such as software development and academic research. What are the advantages and challenges of digital collaboration, and how can organisations optimise these tools for efficient teamwork?
5. Explain how social media algorithms shape users' exposure to political ideologies and echo chambers. What ethical considerations should companies like Facebook and Twitter take into account when designing algorithms to balance freedom of expression with societal harmony?

# MNM 031: Internet Research Methods

## Assignment 09

September 2024 / March 2025

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

**Assignment Code: MNM031/Jan&July24**

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 500 words.*

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1. Imagine you are conducting a study on the impact of social media on political discourse in your state. Describe how you would identify a relevant research problem considering the dynamic nature of online platforms and the potential biases in data collection.
2. You are tasked with investigating consumer behaviour trends using online experiments. Discuss the advantages and limitations of conducting experiments in a controlled online environment compared to traditional offline methods. Give relevant examples.
3. As part of a project on digital preservation, explain how web archiving can be utilised to study the evolution of e-commerce websites over the past decade. Highlight specific challenges researchers might face in accessing and interpreting archived web data for this purpose.
4. You have collected textual data from online forums to analyse public sentiment towards a government policy. Outline the steps you would take to perform a thematic analysis of the data, discussing how you would ensure reliability and validity in your findings.
5. Discuss the ethical considerations that researchers must navigate when using social network analysis to study online communities. Explain the potential ethical dilemmas and what strategies needed to mitigate these concerns while maintaining the integrity of the research process.

# MNM 032: ICT for Development

## Assignment 10

September 2024 / March 2025

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

**Assignment Code: MNM032/Jan&July24**

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 500 words.*

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1. Discuss the challenges and opportunities of implementing ICT initiatives in rural areas for sustainable development. How can community engagement and local empowerment play a role in the success of such projects?
2. Enumerate the impact of assistive technologies and ICT solutions in enhancing the quality of life for people with disabilities. Illustrate with specific case studies or examples where these technologies have successfully addressed accessibility challenges.
3. In the context of ICT for Development, discuss how digital inequalities manifest in different regions or socio-economic groups. With relevant examples, explain the initiatives that have successfully bridged these gaps and discuss their impact on local communities.
4. Analyse the role of ICT in transforming agriculture-based economies in rural areas. Compare and contrast the challenges faced in implementing ICT solutions in rural versus urban settings, and propose strategies to overcome these challenges for sustainable development.
5. Critically assess the effectiveness of e-governance policies in a developing country context. Identify key challenges faced in implementing e-governance initiatives and suggest policy reforms or technological innovations that could improve transparency, efficiency, and citizen engagement in government processes.

# MNM 033: Data Science and Big Data

## Assignment 11

September 2024 / March 2025

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

**Assignment Code: MNM033/Jan&July24**

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 500 words.*

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1. Imagine you are a media researcher tasked with analysing customer behaviour for an e-commerce platform. You have collected data on user interactions such as browsing time, click-through rates, and purchase history. Explain how you would utilise data visualisation techniques to identify patterns that could help improve the platform's user experience and increase sales. Give specific examples of visualisations and justify their use in this scenario.
2. Assume that you are working for a media organisation that wants to understand viewer preferences across different digital platforms (TV streaming, social media, and website content). Describe the steps you would take to prepare and integrate data from these sources for analysis. How would you visualise this data to uncover insights that could inform content creation and distribution strategies?
3. Social media plays a crucial role in shaping public opinion. Discuss how data mining techniques can be applied to analyse trending topics and audience sentiments across different social media platforms. Give examples of how media organisations can use these insights to improve editorial decisions and engage with their audience more effectively.
4. In the context of journalism, how can data science principles be applied to analyse trends in news consumption across different platforms (print, online, social media)? Discuss how understanding audience behaviour through data science can help journalists tailor their reporting strategies to reach a wider audience effectively.
5. Investigative journalists often rely on data-driven insights to uncover hidden patterns or connections in public records and official documents. How can machine learning algorithms and data mining techniques assist journalists in uncovering fraud, corruption, or social injustice? Provide examples of investigative journalism projects enhanced by data analysis.

# MNM 034: Mobile Journalism

## Assignment 12

September 2024 / March 2025

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

**Assignment Code: MNM034/Jan&July24**

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 500 words.*

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1. Examine the role of mobile phones as a transformative medium in the context of a developing country. How have mobile phones impacted social, economic, and political aspects in this setting? Give suitable examples.
2. Critically evaluate the current landscape of mobile journalism (MoJo) and its impact on traditional news media. How has the rise of MoJo influenced journalistic practices, ethical considerations, and audience engagement? Cite relevant case studies to support your argument.
3. Design a mobile news package for a breaking news event. Outline the process from script writing to reporting, editing, and final production using a smartphone. Highlight the tools and apps you would use at each stage, and discuss the advantages and challenges of using mobile technology in news packaging compared to traditional methods.
4. Assess the benefits of mobile journalism (MoJo) for freelance journalists and citizen reporters. What unique advantages does MoJo offer in terms of cost, flexibility, and accessibility? With the suitable case studies, explain where mobile journalism has significantly contributed to news reporting in underserved or conflict regions.
5. Discuss the technical skills and multimedia elements essential for effective mobile journalism. How do these elements enhance storytelling and audience engagement? Provide examples of how multimedia content—such as videos, photos, and interactive features—can be effectively integrated into mobile journalism.

# MNM 035: Media and Information Literacy

## Assignment 13

September 2024 / March 2025

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

**Assignment Code: MNM035/Jan&July24**

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 500 words.*

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1. In what ways can media and information literacy (MIL) empower citizens to critically engage with news and information? How MIL can be used to identify misinformation and promote informed decision-making in a democratic society. Give relevant examples.
2. Discuss the essential components required to create an enabling environment for MIL in educational institutions. Consider the roles of educators, policymakers, and technology in your response. What challenges might arise in implementing such an environment, and how can they be addressed?
3. Critically evaluate the balance between freedom of expression and ethical responsibility in media practices. How does MIL contribute to fostering social accountability in the media industry? Use case studies to illustrate instances where MIL has influenced ethical media practices and enhanced social responsibility.
4. Utilising Learning Theories and MIL, evaluate the effectiveness of different learning theories (such as constructivism, connectivism, and behaviourism) in promoting media and information literacy among adults. Cite suitable examples of MIL programs or initiatives that successfully incorporate these theories.
5. Critically examine the role of visual imagery in shaping public perception of news events. Discuss how images can be both a powerful tool for truth and a means of manipulation, using specific news stories as case studies to support your analysis.



# MNM 036: Digital Media Literacy

## Assignment 14

September 2024 / March 2025

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

**Assignment Code: MNM036/Jan&July24**

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 500 words.*

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1. Discuss the impact of digital media technologies on the traditional print and broadcast news industries. Explain how the transition from traditional to digital media has altered the ways in which audiences consume news, the economic models of news organisations, and the role of journalism in society.
2. Evaluate the risks and challenges that young people face in the virtual world. Discuss how these challenges can be mitigated through educational initiatives and digital literacy programs. Provide examples of successful interventions and their outcomes.
3. Analyse the role of information literacy in modern learning environments. Explain how information literacy can be integrated into educational curricula to enhance critical thinking and problem-solving skills among students. Discuss the potential challenges educators might face in this integration process.
4. Discuss the role of interactive multimedia tools in enhancing user engagement and learning outcomes. Evaluate how these tools can be effectively utilised in educational settings. Provide examples of specific multimedia tools and their applications, along with an analysis of their benefits and potential drawbacks.
5. Examine the importance of digital information processing in the context of information overload. Discuss strategies that individuals and organisations can implement to manage and effectively utilise vast amounts of digital information.