

**POST GRADUATE DIPLOMA IN DEVELOPMENT
COMMUNICTAION
(PGDDC)**

**ASSIGNMENTS
JULY-2021 and JAN.
2022 Cycle**

**MDC-001
MDC-002
MDC-003
MDC-004
MDC-005
MDCE-006**



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

PGDDC ASSIGNMENTS

Dear Learner,

We have explained in the Programme Guide that you need to submit one Assignment in each course (MDC-001, MDC-002, MDC-003, MDC-004, MDC-005 and MDCE-006). 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 examination.

You must mention your **Enrolment Number, Name, Address, Assignment Code and Study Centre Code** on the Assignment's first page. You must obtain a **receipt from the Study Centre** for the assignments submitted and retain them. 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 Study Centre 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. Please 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
- 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,

Dr. Ramesh Yadav
Programme Coordinator
rameshyadav@ignou.ac.in

MDC-001: Fundamentals of Development and Communication
Tutor Marked Assignment (TMA)
Programme Code: PGDDC
Course Code: MDC-001
Assignment Code: MDC-001/July 21-Jan 2022
(Due Date: March 31 / September 31, 2022)

Maximum Marks: 100
Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. Give a brief description of Sustainable Development Goals.
2. Enumerate the inputs of Development on Gender from the Indian perspectives. Give suitable examples.
3. Explain the major causes of inequalities in Indian society and discuss the consequences in the area of the development sector.
4. Discuss the role of the media and communication system in constructing the reality of developmental scenarios in Indian content.
5. Explain the role of people's participation in the developmental process. Cite suitable examples for Indian content.

MDC-002: Human Development and Communication
Tutor Marked Assignment (TMA)
Programme Code: PGDDC
Course Code: MDC-002
Assignment Code: MDC-002/July 21- Jan 2022
(Due Date: March 31 / September 31, 2022)

Maximum Marks: 100
Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. Enumerate the initiatives of Govt. of India in the field of Water Conservation and harvesting.
2. Discuss the role of Government development agencies in development.
3. Explain the role of Folk and Traditional Media in development sectors.
4. How the mainstream media platforms are being utilised for the advocacy purpose of development issues.
5. Enumerate the prominent SBCC strategies experimental in the areas of environmental campaigns. Give suitable examples.

MDC-003: Media in Development Communication
Tutor Marked Assignment (TMA)
Programme Code: PGDDC
Course Code: MDC-003
Assignment Code: MDC-003/July 21- Jan 2022
(Due Date: March 31 / September 31, 2022)

Maximum Marks: 100
Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. Explain the basics of the Writing Methods.
2. Describe the basic principles and stages of television content production.
3. Describe the importance of Social Media.
4. Explain the Principles of Media Ethics.
5. Describe the conceptual and legal frameworks of Human Rights.

MDC-004: Development Journalism for Social Change
Tutor Marked Assignment (TMA)
Programme Code: PGDDC
Course Code: MDC-004
Assignment Code: MDC-004/ July 21- Jan 2022
(Due Date: March 31 / September 31, 2022)

Maximum Marks: 100
Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. Define development. Discuss significant development areas in the 21st Century with an example.
2. Write a short essay on the significance of Science and Technology reporting in regional newspapers with examples.
3. Analyse the role of mass media in issues related to education.
4. What is fake news? How to identify fake news? What are the implications of fake news?
5. Discuss media ethics briefly concerning civic journalism.

MDC-005: Development: Information and Communication Technologies
Tutor Marked Assignment (TMA)
Programme Code: PGDDC
Course Code: MDC-005
Assignment Code: MDC-005/ July 21- Jan 2022
(Due Date: March 31 / September 31, 2022)

Maximum Marks: 100
Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. Describe the efforts taken by the public and private agencies to address the digital inequality in Indian content.
2. Explain the usage patterns of Social media outlets by non-government organisations.
3. Give a detailed account of any online comparison that addressed one issue of development concerns. Give a suitable example.
4. With the help of online data, explain any online learning project- particularly its functionality, mode pedagogical adaption and technological intervention.
5. Enumerate any one Indian Start-ups that deals with social entrepreneurship.

MDCE-006: Research Methods in Development Communication
Tutor Marked Assignment (TMA)
Programme Code: PGDDC
Course Code: MDCE-006
Assignment Code: MDCE-006/ July 21- Jan 2022
(Due Date: March 31 / September 31, 2022)

Maximum Marks: 100
Weightage: 30%

Note: Answer all the questions; they carry equal marks. (Answer in 500 Words)

1. With the help of scholar.goggle.com, trace the recent research trends in the field of development communication.
2. Identify ten research articles from the peer-reviewed journal on "Media and Gender". As per the explanation given in Unit 5. Write reviews for this literature.
3. Explain the merits and demerits of quantitative and qualitative research methods.
4. With the help of any online journal database, identify the popular research methods in development communication. Give a suitable example.
5. Enumerate four levels of measurements. Give a suitable example from the development sectors.