

# **PG DIPLOMA IN ELECTRONIC MEDIA (PGDEME)**

**ASSIGNMENTS**  
**January 2025 and July 2025 Cycle**

**MJM-020/120**

**MJM-024/124**

**MNM-001**

**MNM-002**

**MNM-003**

**MNM-004**



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

## PGDEME ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment in each of the six theory courses. 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 assignment. Please note that you have to submit these assignments to the **Coordinator of your Study Centre or to the Programme Coordinator, PGDEME, SOJNMS, Swami Vivekananda Bhawan (Block-15), IGNOU, Maidan Garhi, New Delhi-68** 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 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 doing Assignments

Attempt all questions given in each of the assignment 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 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.

**Organization:** 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. **Only handwritten assignments will be accepted.**

With best wishes,

Dr. Amit Kumar  
Programme Coordinator, PGDEME

## **MJM-020/120: Introduction to Journalism and Mass Communication**

### **Assignment 01**

**Due Date: 31<sup>st</sup> 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-020/120/Jan25/July25**

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. Analyze how political affiliation or ideological bias has influenced the coverage of a recent major political event in India. Compare the narratives presented by two different media houses and discuss how their reporting aligns with or deviates from journalistic principles.
2. Advertisers use various emotional and rational appeals to connect with consumers. Select an advertisement that effectively uses a specific advertising appeal and analyze how it influences consumer perception and brand recall. Compare its effectiveness with another ad that employs a different appeal.
3. With the increasing influence of digital media, misinformation and fake news have become significant concerns. Choose a recent instance where misinformation spread widely in India. Critically examine how digital platforms handled the situation and assess the effectiveness of fact-checking mechanisms in controlling the spread of false information.
4. Discuss a recent controversy in India where a book, film, or online content faced censorship. Examine the reasons behind the censorship, the legal and ethical considerations involved, and the broader implications for freedom of expression in India.
5. Choose a recent Indian news story or media portrayal that focuses on a marginalized community. Critically analyze the representation of this community, assessing whether the media coverage was fair, stereotypical, or progressive in its approach.

**MJM-024/124: MEDIA AND SOCIETY**  
**Assignment 02**

**Due Date: 31<sup>st</sup> 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-024/124/ Jan25/July25**

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. Watch a news broadcast or read a newspaper article and break it down using the core concepts of media literacy. Identify how the message is constructed, whether it embeds values, and how different people might interpret it differently. Write an analysis explaining your findings with examples.
2. Identify two posters, advertisements, or hoardings in your locality that promote a government or NGO-led development initiative (e.g., health awareness, education, sanitation). Analyze how these messages are framed and write a report discussing the effectiveness of these messages.
3. Select two news reports (one from a newspaper and one from a TV channel or online portal) covering the same environmental issue. Compare how they present the issue, the sources they cite, and whether they frame it as a crisis, policy issue, or scientific matter. Write a comparative analysis discussing media responsibility in shaping environmental awareness.
4. Watch or listen to a community radio broadcast, documentary, or independent news portal covering human rights issues. Analyze how alternative media differs from mainstream media in its approach to reporting human rights concerns. Write a review discussing the effectiveness of alternative media in highlighting marginalized voices.
5. Identify a local issue that has not been covered by mainstream media. Document the issue through photos, videos, or interviews and create a short citizen journalism report in the form of a blog post or short news article.

# **MNM-001: BROADCAST & DIGITAL JOURNALISM**

## **Assignment 03**

**Due Date: 31<sup>st</sup> 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: MNM-001/Jan25/July25**

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 are the key features of online journalism ? Explain with suitable examples. (600 words)
2. Write a script for a television news package of 90 seconds duration on any cultural news story of your choice.
3. What qualities should a television news presenter have? Who is your favourite TV news presenter and why? (600 words)
4. Write a script for a short radio news bulletin of 5 minutes duration.
5. Explain the following terms: (200 words each)
  - i. MCR
  - ii. Output
  - iii. SEO
  - iv. Stringer

# MNM 002: AUDIO PRODUCTION

## Assignment 04

**Due Date: 31<sup>st</sup> 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: MNM-002/Jan25/July25**

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. If you have to make an audio documentary on Rani Ahilyabai Holkar, what sources will you use to collect information for it ? Prepare the script of the first 5 minutes of this documentary.
2. What needs to be done during planning of a radio play? Explain with an example. (600 words)
3. What should we keep in mind during outdoor audio recording? Explain with suitable examples. (600 words)
4. Describe the basic features and applications of Audio Mixer. You may use a diagram for your answer. (600 words)
5. Write short notes on the following : (200 words each)
  - a. Mike Perspective
  - b. Post-production
  - c. Noise Level
  - d. Reverberation Time

# **MNM 003: DIGITAL PHOTOGRAPHY & VIDEOGRAPHY**

## **Assignment 05**

**Due Date: 31<sup>st</sup> 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: MNM-003/Jan25/July25**

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. Describe the different elements of photography composition with suitable examples. (600 words)
2. Click two photographs depicting richness of Indian culture. Write their captions too. Attach colour or black and white prints of these photos.
3. What is three-point lighting ? Explain with a diagram. (600 words)
4. What is camera angle? Discuss the different types of camera angles and explain their role in meaning creation. (600 words)
5. Write short notes on the following: (200 words each)
  - a. Photojournalism
  - b. Shutter Speed
  - c. ISO
  - d. Framing

# MNM 004: AUDIOVISUAL PRODUCTION

## Assignment 06

**Due Date: 31<sup>st</sup> 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: MNM-004/Jan25/July25**

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 production design ? Explain the role of research in production design with examples. (600 words)
2. Suppose you have to make a short film on the saint-poet Thiruvalluvar. Write the script of its first scene in proper format.
3. Describe the following terms: (300 words each)
  - a. Production Management
  - b. Continuity in Editing
4. What do you understand by mind map? Prepare a mind map for a documentary film depicting the role of meditation in the lives of youth. (600 words)
5. Write short notes on the following : (300 words each)
  - a. Director of Photography
  - b. Art Director
  - c. Invisible Cut
  - d. Animation