

# **PG DIPLOMA IN DIGITAL MEDIA (PGDIDM)**

**ASSIGNMENTS**  
**July 2022 and January 2023 Sessions**

**MNM-011**  
**MNM-012**  
**MNM-013**  
**MNM-014**  
**MNM-015**



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

## PGDIDM ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment in each of the FIVE 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 assignment. 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 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 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.

**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.

With best wishes,

Prof. K S Arul Selvan  
Programme Coordinator, PGDIDM  
[ksarul@ignou.ac.in](mailto:ksarul@ignou.ac.in)

## **MNM-011: Understanding Digital Media**

### **Assignment 01**

**March 31, 2023 / September 30, 2023**

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

**Assignment Code: MNM-011/July22/Jan23**

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 the hyper-personal CMC, the sender and receiver are employed carefully selective self-presentation to create an idealised perspective about the sender by the receiver. To understand this concept, select any FIVE public figures and closely observe them for online presence. Write your observation in a report form (suitable links to their social media handles).
2. Refer to Ven Dijks's Model of the Resources and Appropriation Theory in your regional perspective and centralise it. Write a report based on this theory from your regional perspective.
3. (Refer to Unit 8 of MNM011) According to Illavarasan and Rathans, business sectors are using various social media outlets for specific purposes. Search through social media, and identify these examples for any FIVE categories as specified on page No. 146.
4. Identify any FIVE Shorts/Reels from any online platform. Observe it and analyse the representation of class in it.
5. Skill acquisition refers to how individuals gather and use health information for their health. In this context, identify the barriers for an individual to acquire skills that help the person gather health information.

## **MNM-012: Digital Journalism**

### **Assignment 01**

**March 31, 2023 / September 30, 2023**

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

**Assignment Code: MNM-012/July22/Jan23**

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. Propose 10 news story pitches in the areas of national politics.
2. Provide a detailed story treatment for the 10-story pitches proposed in question 1. The word limit is 500.
3. Convert two story pitches from question one into a full-fledged story by adopting the story treatment from question 2. The word limit is 400.
4. Develop four infographics for the full-fledged story of question 3.
5. Convert one story pitch of question 1 into a photo story (minimum of five photographs with 50 words of text description for each).

## **MNM-013: Media, Information and Empowerment**

### **Assignment 01**

**March 31, 2023 / September 30, 2023**

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

**Assignment Code: MNM-013/July22/Jan23**

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. Select any FIVE online political advertisements and analyse the following:
  - a. What is being sold?
  - b. How is it being sold?
  - c. How is it different from other similar ads?
  - d. Are the claims verifiable?
  - e. What are the character sketch and placement like?

[Attach screenshot of identified advertisements]

2. Identify Information Technology policies from two different countries. Compare and contrast the aims and objectives of the respective media policies.
3. Explore and understand Sustainable Development Goal 5 B - Women's Empowerment through ICT. Trace the efforts taken by various stakeholders in the past seven years (from 2015 to 2023).
4. Identify five social media influencers in the field of climate change. Observe their social media handles for the past three months and write your report. The word limit is 400.
5. Identify any three hyperlocal online newspapers. Analyse their news operations, the context of their operations and content categories. The word limit is 400.

## **MNM-014: Contemporary Scenario of Digital Media**

### **Assignment 01**

**March 31, 2023 / September 30, 2023**

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

**Assignment Code: MNM-014/July22/Jan23**

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. Refer to Web Content Accessibility Guidelines (WCAG) 2.1 [<https://www.w3.org/WAI/standards-guidelines/wcag/>] and Identify any five online newspapers of your choice. Analyse the respective website's compatibility with WCAG2.1 and prepare a report based on your observations.
2. With the help of any data portal (for example, ITU data portal or a similar one), traces the growth of internet users of any five countries. Compare and contrast it in terms of reach, penetration level, mobile connectivity, and broadband connectivity about various social factors like gender and age etc.
3. Internet Gender Gap - explore this factor in the national context in comparison with the international scenario. Give relevant examples.
4. Identify ten open-source software for any five computing applications. Give relevant details in terms of its commercial alternatives, its download link, and product information.
5. Check the privacy settings of the social networking site of your choice and list its salient features.

## **MNM-015: Media Research Methods**

### **Assignment 01**

**March 31, 2023 / September 30, 2023**

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

**Assignment Code: MNM-015/July22/Jan23**

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. Identify one unit from MNM013 or MNM014. Collect 20 research articles through only citation databases (for example, scholar.google.com). Give the full details of all the collected articles [quote as per APA format, for example - Khan, F., & Ghadially, R. (2010). Empowerment through ICT education, access and use: A gender analysis of Muslim youth in India. *Journal of International Development*, 22(5), 659-673.]
2. Read and understand the basic concepts of content analysis through Unit 8 of MNM015. Collect 15 internet memes on a specific theme, and carry out a simple content analysis of memes. Write your report in 400 words.
3. Develop a questionnaire on the topic of your choice [it must be related to digital media]. Convert into a Google Form or similar online form [minimum of 15 questions]. Submit its printout and links. The form should be created through your email ID.
4. Refer online questionnaire of question 3 above, and identify the nature of data [Nominal or Ordinal or Interval OR Ratio] that would generate for each question.
5. Collect 10 social media posts of any two Indian celebrities. Identify the denotative and connotative works mentioned in these posts. Mention details of the celebrities and the date and timing of identified posts.