

**POST GRADUATE DIPLOMA IN DIGITAL MEDIA
(PGDIDM)**

**ASSIGNMENTS
July 2021 & January 2022 Cycle**

MNM-011

MNM-012

MNM-013

MNM-014

MNM-015



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

PGDIDM ASSIGNMENTS

Dear Learner,

We have explained in the Programme Guide that you need to submit one Assignment in each course (MNM-011, MNM-012, MNM-013, MNM-014, and MNM-015). 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 Study Centre will send the marks obtained by you to SED at IGNOU, New Delhi.

Guidelines for doing Assignments - Attempt all questions given in each 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 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 logically.

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: [1] is logical and coherent; [2] has a proper flow of information in sentences and paragraphs; and [3] 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. K S Arul Selvan
Programme Coordinator
pgdidm@ignou.ac.in

COURSE MNM-011 DIGITAL MEDIA

Assignment 1

(Due Date: April 30 / September 30, 2022)

(Please check the University website for the latest update on the due date)

Assignment Code: MNM-011/July 21/Jan22

Marks: 100

Note: Answer all the questions; they carry equal marks.

1. Using your Facebook account, log in to <http://business.facebook.com>. On the left-side panel, select the Insights link. It will take you to the page where you choose the fourth option - Audience. Under the Audience page, go to the Potential Audience - which will show the current Indian user profile. Using the Filter option, choose any five-country individually, identify the socio-demographic profiles of Facebook users [age, gender, location and interests]. Compare the profiles of these countries with Indian user-profiles and write your observations. The word limit is 400-500.
2. With the help of an online research tool, you may identify any two countries and collect details about these countries' Policies/Regulations/Acts on Information Technology/Internet/Digital Media. Compare and contrast the efforts of these two countries to govern the emerging online platform. [Potential websites - www.itu.int or www.policyreview.info etc].
3. "A core characteristic of social movements is that they bring together people and organisations around a central idea or goal providing a sense of collective identity." Select any social media-based hashtag campaigns. With the help of suitable search tools, explore that particular hashtag activism, and write the characteristics of this campaign. The word limit is 400-500.
4. Read this document - Jenkins, H. (2009). Confronting the challenges of participatory culture: Media education for the 21st century (p. 145). The MIT Press. [<https://library.oapen.org/bitstream/handle/20.500.12657/26083/1004003.pdf>]. Contextualise the core theme of this document in the Indian context and list five suggestions of distinctive roles for Schools, after-school programs, and parents to encourage and nurture 21st Century participatory media skills among youths. Give tentative implementation strategies for your suggestions.
5. Go to International Telecommunication Union's ICT-Eye portal [ICT Data Portal - https://www.itu.int/net4/itu-d/icteye#]. On the left panel, select Compare and Query options. Under the "Compare" option, identify five countries of your choice; among that, India must be one. The Portal gives you four charts. Interpret and compare the data. Under the "Query" option, select five countries in the Rows: Economies [India must be one in that selection], select any five years under Columns: Years, and now select indicators under Slice: Indicators, one by one. Tables are created for each indicator (totally, there are six indicators). Based on the outputs, give your interpretations. Attach a printout of screenshots for the Compare and Query exercises with your assignments.

Note: This course is offered through Govt of India's e-Learning portal SWAYAM [<https://swayam.gov.in>]. The interested Learner can complete the entire course through SWAYAM.

COURSE MNM-012: DIGITAL JOURNALISM

Assignment 02

(Due Date: April 30 / September 30, 2022)

(Please check the University website for the latest update on the due date)

Assignment Code: MNM-012/July 21/Jan22

Marks: 100

1. Identify the five most unique environmental topics affecting India. Explain how each one has (a) local implications and (b) international implications. State in each case to whom you would turn to for information. Convert one such case into a story pitch. (Word limit 400-500).
2. Scrutinize the online Indian news space for a week and figure out an emerging topic. Write a backgrounder for that topic after taking due efforts of the relevant journalistic research. (Word limit 400-500)
3. Based on various secondary sources, write an audio news script about any newsmaker of 2020/2021. Create a podcast based on your audio script, and share it through your Google Drive. Submit your audio script along with the Google Drive sharable link. The podcast duration is around 2-3 minutes.
4. Using the data.gov.in portal/similar online sources, create 6-8 infographics on recent developments on any given news scenario with regional/national/international relevance. Write a video script for these infographics [30 seconds script for each infographic]. Record your script with the help of your mobile. With the use of any online video editing App, combine your infographics and voiceovers. Export your video and upload it into your Google Drive. Submit your video script along with your infographic [include sharable Google Drive link of your video with your Assignment].
5. Many ideas for features come directly from news stories. They could include news backgrounders, profiles, interviews or many other categories. Read the news pages of your online news website. Find five news stories that give you ideas for features. Explain what type of feature you would write in each case. Write a story pitch for anyone such case. (Word limit 400-500).

Note: Learners can submit the assignments of MJM022 through SOJNMS's Lab Journal - www.medialit.in/thevoices [for queries contact the Programme Coordinator - pgdidm@ignou.ac.in]

COURSE MNM013 - MEDIA, INFORMATION AND EMPOWERMENT

Assignment 03

(Due Date: April 30 / September 30, 2022)

(Please check the University website for the latest update on the due date)

Assignment Code: MNM-013/July 21/Jan22

Marks: 100

Note: Answer all the questions; they carry equal marks.

1. 'Press always take the form and colouration of the social, political structures within which it operates' - contextualise this statement within your state/regional media system. Give suitable examples.
2. 'Media works as a conduit between the public and the powers that be'. Closely observe an Indian NEWS PORTAL of your choice for a fortnight. Observe their coverage from the perspective that 'the news media is expected to keep a close watch on the government, business and other institutions. And trace the news portal's efforts to air public concerns on that coverage.
3. Go news.google.co.in Portal and identify any ten leading stories in the period of a fortnight. For each news story, find the answer to the following questions - 1] Who is the intended reader?; 2] Who benefits from the story?; 3] What is their benefit?; 4] How many sources are used in the stories and their socio-demographic profiles [gender, position, relationship with the story etc.]?.
4. Read the document - A freelancer's guide to reporting on climate change [available in this link -<https://drive.google.com/file/d/1yf1yTlrQFsaKpqMXmmbDg-E22pHNJS3m/view>]. Collect recently published five environmental news through a simple online search. Critically analyse these stories with the help of this guide.
5. Read UNWOMEN's Guidelines for Gender and Conflict Sensitive Reporting document [available here <https://drive.google.com/file/d/1P7hU8WJKf5P7jeIG5TeLyBKTKHkTqri2/view?us>]. Closely observe an Indian news portal of your choice for a fortnight. Give your observations.

Note: This course is offered through Govt of India's e-Learning portal SWAYAM [<https://swayam.gov.in>]. The interested Learner can complete the entire course through SWAYAM.

COURSE MNM-014 - CONTEMPORARY SCENARIO OF DIGITAL MEDIA
Assignment 4

(Due Date: April 30 / September 30, 2022)

(Please check the University website for the latest update on the due date)

Assignment Code: MNM-014/July 21/Jan22

Marks: 100

Note: Answer all the questions; they carry equal marks.

1. Write a well-researched report on digital journalism startups in India. As part of your case study, you may select two DJ startups and explore their management background, editorial setup, news coverage areas, presentation techniques, and unique characteristics. The word limit is 500.
2. It is evident from the data that there is an underrepresentation of women roles in ICT. Many efforts have been underway to neutralise the gender imbalance of Internet access. This backdrop explains the interrelationship between 'women empowerment, SDG and ICT.' The word limit is 500.
3. Identify TEN digital tools offered as an open-source category [free to use without any subscription]. Use those digital tools and write a review on each tool. The word limit is 500.
4. Identify a recent instance of ethical violation on the Internet and discuss how it could have been prevented. The word limit is 500.
5. Trace the developments and amendments in the Indian Information Technology Act, 2000. The word limit is 500.

COURSE MNM-015 - MEDIA RESEARCH METHODS

Assignment 5

(Due Date: April 30 / September 30, 2022)

(Please check the University website for the latest update on the due date)

Assignment Code: MNM-015/July 21/Jan22

Marks: 100

Note: Answer all the questions; they carry equal marks.

1. Identify a scale/measurement of any communication settings through simple online research tools. Based on the identified scale/measures, create a questionnaire through Google Forms. Share your Google Form with pgdidm@ignou.ac.in [indicate your enrolment number in the subject line]. Take the printout of your Google Form and submit it to your study centre. [Possible resources - <https://www.ccam-ascor.nl/research-measures> and <http://jamescmccroskey.com/measures/>]
2. Develop a research proposal based on any theoretical frameworks discussed in the course MNM011. Write your research statement, aims and objectives [minimum of two aims and four objectives], and research design. Research design should give details about the nature of required data, how it will be collected and from where it will be collected? The word limit is 500-600.
3. Identify ten research articles on any one of the topics discussed in the course MNM011. Analyse and write reviews for these articles in terms of their theme, sub-theme, conceptual framework, methodological design and significant findings. Give citation details of these articles as per APA style. The word limit is 500-600.
4. Undertake a short online ethnographic study. Identify/join any online community, and be part of this community for two weeks as a non-participant observer. Observe and record what is going on in this community [if there is not much activity, you can use archival messages/posts of previous weeks]. Write your observations in a short report format. The word limit is 500-600. Attach screenshots of your observations of your identified online community.
5. Identify ten Internet memes on COVID/Pandemic. Analyse these memes through semiotics and interpret the verbal and visual signs and symbols. Write the report based on your analysis and interpretations. Include all the identified memes in your report. The word limit is 500-600.