

**Post Graduate Diploma in Journalism Mass Communication
And
M.A. in Journalism and Mass Communication – I Year
And
M.A. in Journalism and Electronic Media – I Year**

(PGJMC / MAJMC - 1st Year/MAJEM - 1st Year)

**ASSIGNMENTS
January 2025 and July 2025 Cycle**

MJM-020/120

MJM-021

MJM-022

MJM-023

MJM-024/124

MJM-025



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

PGJMC / MAJMC/MAJEM ASSIGNMENTS

Dear Learner,

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

With best wishes,

Dr. Shikha Rai
Programme Coordinator, PGJMC and MAJMC-I
shikharai@ignou.ac.in

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

Assignment 01

Due Date: 31st March for TEE June and 30th September for TEE December.

Please check the website for the latest update on due date.

Assignment Code: MJM-020/120/ Jan.2025/ July2025 Cycle

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions. All questions carry equal marks = 20 each

Attempt each question in about 500 words

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-021: Reporting Techniques

Assignment 02

Due Date: 31st March for TEE June and 30th September for TEE December.

Please check the website for the latest update on due date.

Assignment Code: MJM-021/ Jan.2025/ July2025 Cycle

Maximum Marks: 100

Weightage: 30%

***Note:** Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 500 words

1. With AI-generated content becoming more prevalent, analyze its impact on journalistic practices in India. Discuss the ethical concerns, potential benefits, and challenges faced by news organizations in maintaining credibility in an AI-driven media landscape. Include examples of Indian media using AI for content generation or fact-checking.
2. Sports reporting also involves investigative journalism on match-fixing, corruption, doping, and governance issues. Examine a recent case where investigative sports journalism uncovered a major scandal. Discuss the role of journalists in holding sports bodies accountable and the risks involved in such reporting.
3. Over the next three days, track a trending fashion hashtag on Instagram or X. Identify at least three influencers or brands that are driving the trend. Analyze how they present their content. Create a short report on how social media is shaping consumer choices in fashion, supported by screenshots or descriptions of your findings.
4. Select a recent incident where media coverage has either fueled or mitigated religious tensions in India. Examine how different media outlets approached the issue, the role of social media in shaping narratives, and the ethical responsibilities of journalists in such situations.
5. Watch two episodes from an Indian web series on platforms like Netflix, Amazon Prime, or Hotstar. Compare how storytelling, character representation, and production quality differ from traditional Bollywood films or TV serials. Additionally, speak to at least one regular OTT viewer to understand how their viewing habits have changed.

MJM-022: WRITING AND EDITING FOR PRINT MEDIA

Assignment 03

Due Date: 31st March for TEE June and 30th September for TEE December.

Please check the website for the latest update on due date.

Assignment Code: MJM-022/ Jan.2025/ July2025 Cycle

Maximum Marks: 100

Weightage: 30%

***Note:** Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 500 words

1. Pick up a physical copy of a widely-read newspaper and select one hard news article and one soft news article from the same edition. Read both carefully and analyze their writing styles, structure, and tone.
2. Write an editorial on the increasing regulation of social media in India. Examine the challenges of balancing free speech with preventing misinformation and hate speech. Provide arguments on how regulations can be structured to ensure both security and democratic discourse.
3. Develop a news pitch for an in-depth investigation into the environmental consequences of rapid urbanization in your region. Outline the key issues, possible data sources, expert interviews, and how the story can be structured to highlight both challenges and solutions. Justify its relevance and impact.
4. Identify a person in your community who has an inspiring story (e.g., a local entrepreneur, artist, social activist, or craftsman). Conduct an interview with them to understand their background, challenges, and achievements. Write a magazine-style profile capturing their journey in a storytelling format.
5. Choose a major social or political trend in India (e.g., the rise of electric vehicles, mobile banking growth, or women's participation in elections). Research key milestones, policy changes, and public adoption rates over time. Design a timeline infographic that visually explains the evolution of the trend.

MJM-023: Broadcast & Online Journalism

Assignment 04

Due Date: 31st March for TEE June and 30th September for TEE December.

Please check the website for the latest update on due date.

Assignment Code: MJM-023/ Jan.2025/ July2025 Cycle

Maximum Marks: 100

Weightage: 30%

***Note:** Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 500 words

1. Listen to a live radio program and note its structure, tone, and language. Analyze the script's flow, word choice, use of pauses/music/sound effects, and engagement tactics. Write a 500-word critique evaluating strengths/weaknesses and suggesting improvements for audience engagement.
2. Analyze and compare the presentation techniques of two leading Indian TV news anchors. Examine their vocal tone, pacing, eye contact, use of graphics, and audience engagement strategies. How do their styles influence credibility and audience perception?
3. Select a recent news story covered by both a print newspaper and an online news website. Analyze the differences in writing style, structure, tone, and how visuals and hyperlinks are used in the online version. Write a comparison explaining how online writing adapts to digital audiences and enhances reader engagement.
4. Choose a human-interest story or social issue and develop a one-minute news feature script for television. Use a mix of voiceovers, visuals, and interviews to make the story compelling.
5. Find a viral news story or social media post that was later debunked as fake news. Use online fact-checking tools (e.g., Alt News, Google Reverse Image Search) to verify the credibility of the information. Write a report on your fact-checking process.

MJM-024/124: MEDIA AND SOCIETY
Assignment 05

Due Date: 31st March for TEE June and 30th September for TEE December.

Please check the website for the latest update on due date.

Assignment Code: MJM-024/124/ Jan.2025/ July2025 Cycle

Maximum Marks: 100

Weightage: 30%

***Note:** Answer all the questions. All questions carry equal marks = 20 each*

Attempt each question in about 500 words

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.

MJM 025: Media Ethics and Laws

Assignment 06

Due Date: 31st March for TEE June and 30th September for TEE December.

Please check the website for the latest update on due date.

Assignment Code: MJM-025/ Jan.2025/ July2025 Cycle

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions. All questions carry equal marks = 20 each

Attempt each question in about 500 words

1. Choose a recent political advertisement that has sparked debate regarding ethical concerns. Analyze the ad using ethical frameworks such as truthfulness, fairness, and social responsibility. Discuss its potential impact on public opinion, political discourse, and democratic values.
2. Explore the role of the Right to Information (RTI) Act in investigative journalism in India. Select a case where RTI disclosures led to significant public revelations. Assess the effectiveness of RTI in holding power accountable and the challenges faced by journalists and activists in accessing information.
3. Investigate a recent case where a media organization faced backlash for publishing misleading or false information. Analyze how the organization responded, whether self-regulation measures were effective, and what lessons can be learned for responsible journalism in the digital age.
4. Analyze the case of news articles being used to train AI without the publisher's permission in the context of evolving copyright laws, digital piracy, and fair use. Discuss possible legal reforms or industry adaptations to protect both creators and consumers.
5. Monitor TV, newspapers, or social media for three advertisements that seem misleading, exaggerated, or deceptive. Compare them with advertising ethics and ASCI guidelines. Write a report analyzing how these ads violate ethical principles and suggest how they could be made more truthful.