

**POST GRADUATE DIPLOMA
IN
JOURNALISM AND MASS COMMUNICATION
(PGJMC OLD)**

ASSIGNMENTS

January and July 2022 Cycle

JMC-01

JMC-02

JMC-03

JMC-04

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

PGJMC (OLD) ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (JMC01, JMC-02, JMC-03 and JMC-04). 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 Examinations in the respective Course. 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 writing the Assignments

Attempt all questions given in each assignment as instructed.

You may 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.
- **Organising:** 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. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Padmini Jain
Programme Coordinator
Email: padminijain@ignou.ac.in

Introduction to Journalism and Mass Communication

CourseCode : JMC-01

Assignment 01

Due Date: March 31, 2022 – Jan cycle & Sept.30, 2022 – July cycle

Assignment Code: JMC-01/Jan/July 2022

Total Marks: 100

Note: Answer all the questions.

Each Question carries equal marks. (20 each)

1. You have learnt about some Media theories in this Course. Which ones of these do you find most relevant in the present times? Discuss this Theory with its applications from around you. Cite at least two examples. (400 words)
2. These days, so many media have converged into one smart-phone. Discuss how it encompasses the characteristics of Print, Radio, Television and Films. List out the content that you have received or posted on Social Media in the last one day and discuss which media it would have belonged to if there were no smart phones. (400 words)
3. In the creative and intellectual fields, plagiarism has become a menace. Find out and discuss any five softwares and tools that are being used to check the malpractice of copying and plagiarism these days. (400 words)
4. Due to the advent of social media, the propagation of fake news has become a big menace, these days. Research and list out some tools that can be used to verify the fake content (posts/pictures/ videos)?
5. 'With a lot of buzz around the Indian startups becoming Unicorns and generating capitals beyond their profit valuations, the financial media (newspapers and websites) are often cited as generating undue hype around these companies influencing the public sentiment ahead of their listings at the stock exchange.'
Can such coverage be called ethical? Citing the recent case of Zomato and Nyka that saw stellar openings on the IPO listing day, give your opinion on the role of media in these incidents. You may agree or disagree with the above statement. Support your argument with valid defenses. (500 words)

Mass Media and Society

CourseCode :JMC-02

Assignment 02

Due Date: March 31, 2022 – Jan cycle & Sept.30, 2022 – July cycle

Assignment Code: JMC-02/Jan/July 2022

Total Marks: 100

Note: Answer all the questions.

Each Question carries equal marks. (20 each)

1. 'In the recent Raj Kundra arrest case, his wife Shilpa Shetty moved the court against media intruding into her private life. Celebrity personal lives have been infamously infringed by the paparazzi from Princess Diana to Taimur.' What self regulatory practices can the media follow to respect their privacy while serving the news to satisfy the public curiosity? (500 words)
2. Mobile apps have become almost essential to the modern day living. Discuss any three apps that you use the most. Talk about the features that make these apps popular and why you use them. (Tip: you can discuss any app- banking/ transport/ messaging/ shopping/ entertainment/ music/ maps etc) (600 words = 200 words on each app)
3. Due to social media and easy internet access, people have ways of speaking and reaching out to a large audience. Discuss a social media campaign/ movement that has been used to create awareness about a relevant issue in the society? (Tip: movements like METoo/ change.org etc) (400 words)
4. The LGBT community is now being represented with empathy and dignity in our media. Pick up any Online media series that portrays such a protagonist. Watch this series and write about how it deals with the issue and the character. (350 words)
5. 'Recently some advertisements were trolled for allegedly hurting cultural sentiments. They were eventually withdrawn and taken down owing to the hysteria they created on social media.' Give your opinion on such emerging practice of 'Vigilante Censorship' by the netzines. Also, state your views on any one of these ads: 1. Dabur's Fem Creme Gold Bleach Karwachauth ad 2. Ceat's Road Crackers ad featuring Aamir Khan 3. 'Jashn-e-Riwaaz' campaign by FabIndia (400 words)

Reporting, Writing and Editing

CourseCode :JMC-03

Assignment 03

Due Date: March 31, 2022 – Jan cycle & Sept.30, 2022 – July cycle

Assignment Code: JMC-03/Jan/July 2022

Total Marks: 100

Note: Answer all the questions.

Each Question carries equal marks. (20 each)

1. These days, due to viewing of content on mobile phones, short films are becoming very popular. Watch any such pocket move of ten to fifteen minutes duration and write its review.
(400 words)

2. ‘In its urgency to share ‘Breaking News’ ahead of its competitors, electronic media is at times, seen to put out news without proper verification.’
If a news that has been telecast is later found fake, what in your opinion should be the stand of the media house? Enumerate the steps that the channel or website should take in such a scenario. (400 words)

3. In the Pandemic situation, science and medical reporting became very important. In your view, what are the unique characteristics of such news coverage? What considerations and preparations must a reporter do while covering medical related stories? (350 words)

4. With the advent of Digital Media, ethical considerations are undergoing a change. Share your views on what and how the online media can do to remain ethical in these changing times. (400 words)

5. Listen to the morning news at All India Radio for three consecutive days. Comment on the News Readers and Format of the Bulletin. Write a letter/ e mail to the News Reader you liked the most. (450 words)

Public Relations

CourseCode :JMC-04

Assignment 04

Due Date: March 31, 2022 – Jan cycle & Sept.30, 2022 – July cycle

Assignment Code: JMC-04/Jan/July 2022

Total Marks: 100

Note: Answer all the questions.

Each Question carries equal marks. (20 each)

1. 'With the popularity of Influencers and Social Media, Public Relations practices have evolved from how they were traditionally carried out.
Myntra becomes the first Indian brand to start 'influencer led live commerce'.
What is a live commerce model and how is it changing the way Public Relations campaigns are executed in the wake of social media? (400 words)

2. 'With a lot of buzz around the Indian startups becoming Unicorns and generating capitals beyond their profit valuations, the financial media are often cited as generating hype around these companies thus influencing public sentiment ahead of their listings at the stock exchange.'
Trace the financial media coverage as a PR strategy of Zomato that recently saw a stellar opening on its IPO listing day. (500 words)

3. Pick out your one favourite advertisement from Newspaper, Television, Radio and Outdoor each. Try to analyse the Appeal that has been used for each of these ads. Also find out which agency has created each of these advertisements. (400 words)

4. 'Recently some advertisements were trolled for allegedly hurting cultural sentiments. They were eventually withdrawn and taken down owing to the hysteria they created on social media.'
Give your opinion on such emerging practice of 'Vigilante Censorship' by the netzines. Also, state your view on any one of these ads: 1. Dabur's Fem Creme Gold Bleach Karwachauth ad 2. Ceat's road crackers ad featuring Aamir Khan 3.Jashn-e-Riwaaz campaign by FabIndia (500 words)

5. 'Internet has enabled micro targeting of the Consumers by the advertisements.'
'Not Just a Cadbury Ad' that advertised for local shopkeepers in different Indian locations earned many awards and recognition. Find out and discuss this campaign in detail. (400 words)