

**MASTER OF ARTS  
(JOURNALISM AND MASS COMMUNICATION)  
MA (JMC)**

**ASSIGNMENTS  
July 2020 Cycle**

**MJM-020  
MJM-021  
MJM-022  
MJM-023  
MJM-024  
MJM-025**



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

## MA (JMC) ASSIGNMENTS

Dear Learner,

We have explained in the Programme Guide that you need to submit one assignment in each course (MJM-020, MJM-021, MJM-022, MJM-023, MJM-024, and MJM-025). 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 first page of the Assignment. 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 marks obtained by you will be sent by the Study 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
- 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  
[ksarul@ignou.ac.in](mailto:ksarul@ignou.ac.in)

**COURSE MJM-020 INTRODUCTION TO JOURNALISM AND MASS  
COMMUNICATION**

**Assignment**

**(Due Date: April 30, 2021)**

**Assignment Code: MJM-20/ July 2020**

**Marks: 100**

**Note: Answer all the questions, they carry equal marks.**

1. Reflect on various communication situations and contexts in the day and identify the communication barrier you faced during any one of them. Now select a communication model and explain how it fits in that communication situation. (400 words)
2. Trace the growth in circulation of the top two dailies and analyse the reasons for their growth trends. (300 words)
3. Select a media group of your choice and examine if it has other business interests. Analyse how such business interests affect the credibility of that media group. (400 words)
4. If you are the public relations manager in an oil corporation and your aim is to build its image, which tools of communication would you use and why? (350 words)
5. Make an IMC plan for an educational institute for implementing through social media. (250 words)

## **COURSE MJM-021 REPORTING TECHNIQUES**

### **Assignment**

**(Due Date: April 30, 2021)**

**Assignment Code: MJM-21/ July 2020**

**Marks: 100**

**Note: Answer all the questions, they carry equal marks.**

1. Go through a newspaper of your choice and select two news stories - one following the inverted pyramid style of writing and another that does not. Analyse the differences. (350 words)
2. Identify a development issue in your locality/area and write a report on it along with a headline and dateline. (300 words)
3. Follow a political issue of your choice in newspapers for a week. Write a news report summarising the developments. (350 words)
4. Cover a game of sports of your choice and write a report for the local newspaper. (200 words)
5. Write a story highlighting the rising number of cases of mental health in your town/city and affirmative action towards mental illness. (250 words)

## **COURSE MJM-022 WRITING AND EDITING FOR PRINT MEDIA**

### **Assignment (Due Date: April 30, 2021)**

**Assignment Code: MJM-22/ July 2020**

**Marks: 100**

**Note: Answer all the questions, they carry equal marks.**

1. Write a news article on poverty issues prevalent in your district. Mention your district name in your report. Word limit is 400.
2. Identify a news idea from the education sector of your locality. Based on your field reporting, write a story with the relevant expert quotes. World limit is 400.
3. Refer to Sustainable Development Goal 5 and its targets - Gender Equality. Develop a news idea from your locality based on the targets and write a news story. Word limit is 400.
4. Based on locality's environmental conditions, find a news idea and with the relevant field reporting, write a news story. Word limit is 400.
5. Write a news article on health issues prevalent in your locality/area. Mention your district name in your report. Word limit is 400.

All these FIVE articles can be submitted in two options:

Option A: Submit as part of SOJNMS's Lab Journal - The Voices  
(<http://sites.google.com/ignou.ac.in/thevoices>)

**OR**

Option B: You can submit these articles in a handwritten form to your study center.

Distribution of Marks:

1. Published in The Voices with one infographic and two own photographs = 20 marks/article
2. Handwritten articles with one infographic and two own photographs = 20 marks/article

News articles should be based on field reporting.

**COURSE MJM-023: BROADCAST & ONLINE JOURNALISM**

**Assignment**

**(Due Date: April 30, 2021)**

**Assignment Code: MJM-023/July 2020**

**Marks: 100**

**Note: Answer all the questions, they carry equal marks.**

1. Observe the prime time of any two television news channels and describe various programme formats used by the channels. (400 words)
2. Write script of a sports story of 90 seconds duration for a television news package.
3. Explain the four main characteristics of online journalism - hypertextuality, interactivity, multimediality and immediacy with suitable examples. (450 words)
4. Write script for a radio news bulletin of 2 minutes duration keeping in view the elements of writing for the ear. (300 words)
5. Analyse the future of television in the current Internet age citing suitable examples. (350 words)

## COURSE MJM-024 MEDIA AND SOCIETY

### Assignment

(Due Date: April 30, 2021)

Assignment Code: MJM-24/ July 2020

Marks: 100

1. Go to <https://news.google.com/topstories?hl=en-IN&gl=IN&ceid=IN:en> and in the search box type - “Climate Change” “TYPE YOUR CITY NAME.” OR Go to <https://news.google.com/topstories?hl=en-IN&gl=IN&ceid=IN:en> and in the search box type - “Climate Change” [TYPE IN YOUR LANGUAGE]. Based on the search results, randomly select any ten recent news items from the Indian media organisations, review its coverage on Climate Change. Furthermore, give your observations, whether the news reports from the Indian media organisations are matching with the ongoing climate change discussions, its depths and source of the news story (own correspondent or wire services). Word limit is 400.
2. Observe any Indian news media for a few weeks. Track its coverage on gender issues. Based on your observation, identify five reasons why the media is deceptive, insensitive, patriarchal and trivialise the women issues/topics. Word limit is 400.
3. Identify one SDG, give a brief description of it from the Indian perspective. Do a SWOT analysis for that SDG from the ICT point of view [SWOT analysis again from Indian perspective]. Word limit is 400.
4. Access, understanding and participation are the main dimensions of media literacy. Unlike mainstream media, digital media provides substantial scope for you to participate and engage in many activities. Introspect your association with the digital media in terms of your participation in any public matters and community issues. Along with that give your opinion on the role of digital media in shaping your understanding of worldly affairs. Word limit is 400.
5. Every section of society is not enjoying equal levels of benefits, the human living standards are varying significantly among these sections. The marginalised and disadvantaged sections are the top priorities in all SDGs, however, there is a noticeable level of disconnect between them as well as with the other institutions. To achieve all stated goals and targets of SDGs, these voiceless sections need to be “included” and “connected.” Media and communication could play an important role in establishing connections and networks. Suggest three communication initiatives that would reestablish the marginalised with the mainstream sections of the society. Word limit is 400.

All these FIVE activities can be submitted in two options:

- **Option A:** Submit as part of IGNOU-SWAYAM MOOC Media, Information and Empowerment - [https://onlinecourses.swayam2.ac.in/nou21\\_ge11/preview](https://onlinecourses.swayam2.ac.in/nou21_ge11/preview) [Registration is FREE]. **OR**
- **Option B:** You can submit these assignments in a handwritten form to your study center.

## **COURSE MJM-025 MEDIA ETHICS AND LAWS**

### **Assignment**

**(Due Date: April 30, 2021)**

**Assignment Code: MJM-25/ July 2020**

**Marks: 100**

**Note: Answer all the questions, they carry equal marks.**

1. Identify a recent example of media breach. Explain what steps should have been taken by the media to avoid such incidents. [300 words]
2. Differentiate between Laws, Codes and Ethics. [250 words]
3. Check the privacy settings of your social networking site and outline its salient features. [300 words]
4. Go through a newspaper of your choice and describe some stories which have used RTI as a news source. [300 words]
5. Analyse the role of Ombudsman in a newspaper organisation of your choice. [300 words]