

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

**ASSIGNMENTS  
JULY 2021 / JANUARY 2022 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-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 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 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. Please go through the units on which they are based. Make some points regarding each question and then rearrange them in a logical order.

**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:

- 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 01**

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

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

**Assignment Code: MJM-020/ July21/Jan22**

**Marks: 100**

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

1. Technology, especially social media has often been found to spread misinformation and fake news. Use any two media society theories to explain the media audience relationship and prevalence of fake news and information. (400 words)
2. Radio, TV and print have all converged into online. Present an analysis of the factors that propelled growth then and now and what are the new job avenues that have been created as a result of online proliferation? Cite industry reports. (500 words)
3. Select any two language dailies of your choice. Write a critical review of the city page and nation page while comparing the two on the following parameters:
  - a. Their sources
  - b. Comparison of their level of objectivity and balanced reporting
  - c. Comparison of their leads or opening para

(500 words)
4. OTT platforms host content that go an extra mile in building interactivity with the audience and make the experience more immersive. Analyse the features that make the medium special along with the data that shows its growth during the pandemic period.

(500 words)
5. Conceptualise and plan an event for fund raising for paying the exam fees of girls who are about to appear in their board exams and their parents have lost their source of livelihood due to the pandemic. (400 words)

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

### **Assignment 02**

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

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

**Assignment Code: MJM-021/ July21/Jan22**

**Marks: 100**

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

1. In today's world of multiple sources of news and information, how important is inverted pyramid style of writing? Collect some recent facts on climate change and write a news piece in the inverted pyramid style. Then convert the same story into a feature based on the same facts. (500 words).
2. What is the Pegasus issue? Write an article focusing on the issue and highlighting the concerns of privacy and Indian Government's take on it. (500 words)
3. On the basis of your reading of the unit 'Research for Journalistic Writing', use the various methods and tools of journalistic research to write an article on the 'the emerging need of skilled personnel in Indian job market'. (500 words)
4. Write a comment on the fast expanding world of digital while half the world population is lagging due to non accessibility. Cite relevant data from credible sources. (500 words)
5. A story of a reputed newspaper highlighted that there are still considerable percentage of women in the country who justify wife beating. Write a story on the socio economic factors that lead to development of such psyche among women citing data from credible sources. Also suggest plausible solutions for the problem. (500 words)

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

### **Assignment 03**

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

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

**Assignment Code: MJM-022/ July21/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 national daily newspaper 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. Visit <https://www.data.gov.in> and, with the help of data available on this website or connected websites, write a news story for the publication like [www.medialit.in/thevoices](http://www.medialit.in/thevoices). Mention the data sources in your assignment. (Word limit 400-500).
4. Go to this UN document of SDG indicators - [https://unstats.un.org/sdgs/indicators/Global%20Indicator%20Framework%20after%20refinement\\_Eng.pdf](https://unstats.un.org/sdgs/indicators/Global%20Indicator%20Framework%20after%20refinement_Eng.pdf) and identify any one of the 169 indicators. Collect the relevant data from the local sources or national or international sources. When you get the relevant data, write a news story for an online publication. (Word limit 400-500).
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 newspaper. 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](http://www.medialit.in/thevoices) [for queries contact the Programme Coordinator - [majmc@ignou.ac.in](mailto:majmc@ignou.ac.in)]**

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

**Assignment 04**

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

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

**Assignment Code: MJM-023/ July21/Jan22**

**Marks: 100**

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

1. What is sound effect? Discuss the importance of sound effects in radio programmes. (500 words)
2. Write a script for a television news package of 90 seconds duration on any story related to pollution.
3. Describe the structure and functioning of a television newsroom. (500 words)
4. What is interactivity? Explain 'interactivity' as one of the main characteristics of online journalism. (500 words)
5. Explain any four of the following terms: (150 words each)
  - i. Voiceover Artist
  - ii. Anchor-Graphics
  - iii. MCR
  - iv. Shifted time
  - v. Open Source Reporting
  - vi. Tags and Keywords

## **MJM024 - MEDIA AND SOCIETY**

### **Assignment 05**

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

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

**Assignment Code: MJM-024/ July21/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 a newspaper/a news channel 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 newspaper/news channel's efforts to air public concerns on that coverage.
3. Collect front-pages of any national daily of your choice for five days. Select any two stories from each front page that results in 10 stories from five front pages. 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 five environmental news from any Indian newspaper. 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 a newspaper/news channel of your choice for a fortnight. Give your observations.

**Note: This course MJM024 is also offered through Govt of India's e-Learning portal SWAYAM [<https://swayam.gov.in>]. The interested learner can complete the entire course through SWAYAM.**

## **MJM025 - MEDIA ETHICS AND LAWS**

### **Assignment 06**

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

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

**Assignment Code: MJM-025/ July21/Jan22**

**Marks: 100**

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

1. '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)
2. '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)
3. '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 coverages 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 defences. (500 words)
4. 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)
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)