

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

**ASSIGNMENTS
July 2021 & January 2022 Cycle**

**MJM-026
MJM-027
MJM-028
MJM-029
MJM-030
MJM-031**



**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-026, MJM-027, MJM-028, MJM-029, MJM-030, and MJM-031). 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: [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
majmc@ignou.ac.in

COURSE MJM-026 - PRINT MEDIA

Assignment 1

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

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

Assignment Code: MJM-026/ July21/Jan22

Marks: 100

Note: Answer all questions, they carry equal marks.

1. Write a news report on any one of the theme mentioned in MJM026 Unit 2 and subtitle 2.6. The report should have relevance to your district. Two quotes need to be generated from your district and incorporated **in** your story. The word limit is 400-500.
2. Refer to UN document of SDG [https://unstats.un.org/sdgs/indicators/Global%20Indicator%20Framework%20after%202021%20refinement_Eng.pdf / refer any UN portal] and identify any one of the 169 indicators. Through systematic journalistic research, write a publishable backgrounder on any one of the SDG indicator. Backgrounder may have relevance in international/national/regional levels. Word limit 400-500.
3. Through online, identify any reputed Scientific Journals and Publications- the source of information about current research happening in the field of Science and Technology. These journals and publications contain results of various scientific studies done by scientists in laboratories around the world. Select any one recent scientific results published in the journal/ publication. You should first understand the findings and then write a story based on the information provided in the findings. Write a news story based on the scientific article, and give adequate citation details for the original article in your story. The word limit 400-500.
4. 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.
5. 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].

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

COURSE MJM-027 - ELECTRONIC MEDIA
Assignment 2

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

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

Assignment Code: MJM-027/ July21/Jan22
Marks: 100

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

1. Explain the following elements of photographic composition: (150 words each)
 - (a) Texture
 - (b) Space
 - (c) Shape
 - (d) Line
2. How do you see the future of podcast in India? Support your answer with suitable data. (500 words)
3. Describe the following lighting terms: (150 words each)
 - (a) Fill Light
 - (b) Background Light
 - (c) High-Key Lighting
 - (d) Flat Lighting
4. What is Depth of Field in photography? Discuss the factors affecting DOF. (500 words)
5. Write short notes on any four of the following: (150 words each)
 - (a) Audio Recording Chain (Studio Recording)
 - (b) DRM
 - (c) Cutaways
 - (d) ISO
 - (e) Light Painting
 - (f) Director of Photography

COURSE MJM-028 DIGITAL MEDIA

Assignment 3

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

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

Assignment Code: MJM-028/ July21/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 in which 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 MJM028 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.

COURSE MJM-029 - ADVERTISING AND PUBLIC RELATIONS

Assignment 4

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

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

Assignment Code: MJM-029/ July21/Jan22

Marks: 100

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

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)

Note: This course MJM029 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.

COURSE MJM-030 - MEDIA & COMMUNICATION THEORIES

Assignment 5

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

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

Assignment Code: MJM-030/ July21/Jan22

Marks: 100

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

1. Read/research more on 'Mean World Syndrome,' and based on your understanding, talk to two sets of your colleagues/friends/classmates. Set one, who uses various media frequently and set two, who uses media less. Compare their media exposure with the anxiety with the COVID/Pandemic anxiety. Write your observations in 400-500 words.
2. Select a group of homemakers [around ten people] and interact with them about what type of programmes they watch on television and why. Do they influence the media, imitate what they watch on TV like mannerisms, gestures, and dresses, or does TV influence their opinion on politics etc.? Analyse your findings in the framework of Media Dependency Theory. Word limit 400-500.
3. Using keywords related to Cognitive Dissonance Theory, identify any FIVE empirical research study through <http://scholar.google.com/> similar online resources. Review the literature in terms of its conceptual framework, literature used in the RoL, research design and significant findings. Give the citation details of your five literature in APA style.
4. Media messages disseminated by those who control the economy are planned in such a way as to confirm the legitimate existence and values of the class society. Relate this statement with your regular newspaper/news channel of your choice - undertake a critical analysis of the news stories for a week. Write your observations in 400-500 words.
5. With the help of Google Scholar/Scopus/Web of Science, identify 15 research articles published after 2010 in communication studies on India or issues related to India. Give the complete citation details [as per APA style], including DOI and URL for each entry.

COURSE MJM-031 - COMMUNICATION RESEARCH METHODS

Assignment 6

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

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

Assignment Code: MJM-031/ July21/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 majmc@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://jamesmccroskey.com/measures/>]
2. Develop a research proposal based on any theoretical frameworks discussed in the course MJM030. 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 theoretical frameworks discussed in the course MJM030. 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.