

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

**ASSIGNMENTS
July 2020 & January 2021 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:

- 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

COURSE MJM-026 PRINT MEDIA
Assignment
(Due Date: April 30, 2021 / September 30, 2021)

Assignment Code: MJM-26/ July 2020/Jan2021
Marks: 100

Note:

1. Write an in-depth feature on environmental issues prevalent in your region. Word limit is 400-600.
2. Based on documentary evidence and through journalistic research, write an analytical feature on economic and financial matters of state-level or national level. Word limit is 400-600.
3. With the support of publicly available datasets, write a feature article on any aspect of India's developmental issues. Word limit is 400-600.
4. Write a backgrounder on agriculture and rural affairs of your region. Word limit is 400-600.
5. Develop a feature article in the field of Science and Technology (new technology, inventions and discoveries). You may use the literature of renowned scientific publications/institutions. Word limit is 400-600.

Students can submit all these FIVE articles 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 centre.

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

COURSE MJM-027 ELECTRONIC MEDIA

Assignment

(Due Date: April 30, 2021 / September 30, 2021)

Assignment Code: MJM-27/ July 2020/Jan2021

Marks: 100

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

1. How do you see the future of radio in the current Internet era? Support your answer with suitable examples. (400 words)
2. What is the composition in photography? Explain any three elements of photographic composition. (500 words)
3. Explain three-point lighting with the help of a diagram. (350 words)
4. What is the Exposure Triangle in photography? Explain all three elements. (400 words)
5. Write short notes on any two of the following (200 words each):
 - a. Parallel Editing
 - b. Cut-ins
 - c. 180-degree rule

COURSE MJM-028 DIGITAL MEDIA
Assignment
(Due Date: April 30, 2021 / September 30, 2021)

Assignment Code: MJM-28/ July 2020/Jan2021
Marks: 100

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

1. Choose any social media-based groups (which should have more than 50 members and posted a minimum of 30 messages in the preceding three months). Observe the activities in this group - nature of messages and discussion, level of moderation, and notice the level of community norms are practised (if it is a closed group, you can join this group, OR if it is an open group, you can observe it without joining). Based on your observations, write a report. Word limit is 400-600.
2. Interact with few young internet users (approximately 20-30 and try to make it as diverse as possible) and collect two sets of data from them - 1] their socio-demographic details (age, gender, education, annual income etc.); 2] collect necessary information about their internet experiences (number of devices owned, level of data connectivity, nature of internet browsing, purposes of browsing, usage of social media, and any difficulties they face while browsing). With these two sets of data, write your observations on digital inequality. Word limit is 400-600.
3. Refer Unit 7, and more specifically read 'Audience Segmentation' - we have listed 16 categories for segmenting social media audience. Take ten members from any social media account (may be from your Facebook/Twitter etc./through publicly available profiles), analyse their profile as per these 16 categories. Write your analysis in a report form. Word limit is 400-600.
4. Explore the content of any online media platform of your choice on the problem of any marginalised sections (as defined in Unit 9). Analyse-it for sources, the structure of the content and textual elements and observe what relationship you draw between the sources and the text. Write your analysis in a report form. Word limit is 400-600.
5. Identify a media/communication-based start-up, currently at an operational level, collect basic information from their website/app. Write their business model, its brief profile and their intended audience. Word limit is 400-600.

Students can submit all these FIVE activities in two options:

Option A: Submit as part of IGNOU-SWAYAM MOOC Media, Information and Empowerment - https://onlinecourses.swayam2.ac.in/nou21_ge01/preview [Registration is FREE].

OR

Option B: You can submit these assignments in a handwritten form to your study centre.

COURSE MJM-029 ADVERTISING AND PUBLIC RELATIONS

Assignment

(Due Date: April 30, 2021 / September 30, 2021)

Assignment Code: MJM-29/ July 2020/Jan2021

Marks: 100

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

1. Tell us about one favourite advertisement of yours from Newspaper, Television, Radio and Outdoor each. Describe all these ads one by one, describing why it is your favourite. Now 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.

Marks Division: 5 marks for each ad.

Two marks = Description and reason for liking

Two marks = Appeal analysis

One marks = Agency information

2. Visit any advertising agency in your town or village. Write about its structure, how many employees are there, which Accounts they handle, what are the media they advertise in , etc.

Tell us in detail about the experience you had while interacting with people working with the agency.

3. Visit the Website of any famous Car Brand. Analyse the various elements that you see on the Website, in line with the Branding Proposition of the Company. Critically evaluate each picture, text, hyperlink. Tell us what is good about the communication elements and how they could have been better?

4. Attend a Press Conference by a Political Party online. If you were among the organisers of this Press Conference, what Press release would you have written to be distributed to the Press? Write this Press Release.

5. Discuss a Corporate Social Responsibility case of any brand from India or around the world. Critically evaluate this campaign and the reasons for its success.

COURSE MJM-030 MEDIA & COMMUNICATION THEORIES

Assignment

(Due Date: April 30, 2021 / September 30, 2021)

Assignment Code: MJM-30/ July2020/Jan2021

Marks: 100

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

1. Through <http://scholar.google.com>, using "Cultivation Theory" keywords, identify the ten research articles (which are published after 2010), write reviews on any thematic subjects (television, crime, health, politics, gender, religion etc.). Submit bibliographic information of all ten research articles as per APA style. Word limit is 400-600.
2. Using Blumler's four categories under Uses and Gratification Theory, identify your purposes of using the following media outlets - a] Mobile Phones; b] Internet; c] Social Media. Word limit is 400-600.
3. Undertake a critical analysis of the news stories telecast (for a period of 10 days prime time broadcast) in a news channel of your choice. Keep the Marxist criticism of the media as the basis. Word limit is 400-600.
4. Select a research journal of your choice and go through its content. Identify any ten research papers published on gender issues and analyse their focus and approach. Analyse what topics of research are chosen, and why? Submit bibliographic information of all ten research articles as per APA style. Word limit is 400-600.
5. Using Herman and Chomsky five filters (Ownership, Advertising, Sources Flak, and Anticommunism), analyse a newspaper's (edition should be nearer to your city) front-page news articles for a fortnight. Interpret your observations within the context of "...media serve the ends of the dominant elite." Word limit is 400-600.

COURSE MJM-031 COMMUNICATION RESEARCH METHODS

Assignment

(Due Date: April 30, 2021 / September 30, 2021)

Assignment Code: MJM-31/ July2020/Jan2021

Marks: 100

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

1. Take an internationally recognised Journalism/communication journal. Read one research article which was published in this journal after 2015. Identify the various components of this particular research article. Give its citation details including DOI. Write your report within the 400-600 word limit.
2. Identify a report which is based on exit polls or public opinion polls. Examine the nature of the sample design used in it. Give a detailed explanation about the sampling method adopted in these exit polls/opinion polls. Word limit is 400-600.
3. Design a questionnaire comprising 15-20 questions on a topic of your choice. For each question, you need to identify the relevant statistical test and specify the nature of the data. Word limit is 400-600.
4. Go through some journals in mass communication and identify the studies which have used statistical tests as part of data analysis and interpretations. Examine the type of tests used in these studies. Word limit is 400-600.
5. Design a content analysis study for media-related research. Define its population, sample selection, constructing categories, identifying units of analysis and its coding. Word limit is 400-600.