

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

**ASSIGNMENTS
July Session: 2014**

**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 ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment in each course (JMC-01, JMC-02, JMC-03 and JMC-04). All these are Tutor Marked Assignments (TMAs). Before attempting the assignments, please read the instructions provided in the Programme Guide carefully.

The last date of the submission is given against each of the assignment. 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 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, IGNOU, New Delhi.

Guidelines for doing Assignments

Attempt all questions given in each of the assignment 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 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.

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
- is 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. Kiron Bansal
Programme Coordinator
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JMC-01: Introduction to Journalism and Mass Communication
Assignment 01
(Due Date: September 30, 2014)

Course Code: JMC-01
Assignment Code: JMC-01/TMA-1/2014
Marks: 100

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

1. Develop a communication model using various elements of communication. (250 words)
2. Prepare a questionnaire comprising 12-15 questions to study the role of media in generating awareness on Violence against Women/Adult Literacy. (250 words)
3. 'Newspapers are turning into products'. Do you agree with this statement? Give reasons for your answer with suitable examples. (350 words)
4. Listen to some educational programmes on radio and critically analyze their strengths and limitations. (350 words)
5. Why do we need an effective communication policy in the present Indian context? Discuss with suitable examples. (350 words)

JMC-02: Mass Media and Society
Assignment 02
(Due Date: October 31, 2014)

Course Code: JMC-02
Assignment Code: JMC-02/TMA-2/2014
Marks: 100

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

1. Define development in your own words citing suitable examples. (250 words)
2. Visit a Health Centre in your city/area and describe the use of small media (posters, leaflets, banners etc.) for spreading awareness on health issues. (350 words)
3. Critically analyze the presentation of women characters in a television serial of your choice. (350 words)
4. Prepare a communication strategy to generate awareness on the need for toilets for women in the rural areas. (300 words)
5. What amounts to Contempt of Court? What precautions would you take as a journalist to avoid getting into contempt of court? (300 words)

JMC-03: Reporting, Writing and Editing
Assignment 03
(Due Date: February 28, 2015)

Course Code: JMC-03
Assignment Code: JMC-03/TMA-3/2015
Marks 100

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

1. Identify a news item in any newspaper of your choice and analyze it on the basis of the ingredients of the news as discussed in Block 1 Unit 1 in the news presentation (300 words)
2. What kind of preparations will you make for conducting interview of a political leader or an eminent author for a television channel? (350)
3. What qualities do you need as a sports reporter and why? Substantiate your answer with suitable examples. (350 words)
4. Write a feature on a place or event visited by you recently using the techniques discussed in Block 3 Unit 1. (250 words)
5. How does writing news for radio differ from writing news for newspapers? Substantiate your answer with suitable examples. (300 words)

JMC-04: Public Relations
Assignment 04
(Due Date: March 31, 2015)

Course Code: JMC-04
Assignment Code: JMC-04/TMA-4/2015
Marks 100

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

1. As a PRO of an educational institution, how will you project a positive image of your organization? (350 words)
2. Critically analyze the role of House Journal in reaching out to the various publics of your organization. (250 words)
3. Describe the organizational set-up of the PR Department in your organization. (250 words)
4. Discuss the major ethical concerns in PR today with suitable examples. (300 words)
5. Discuss the scope and importance of evaluation and feedback in PR. (300 words)