

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

**ASSIGNMENTS  
January 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 SR&E Division at 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  
Email: kbansal@ignou.ac.in

**JMC-01: Introduction to Journalism and Mass Communication**

**Assignment 01**

**(Due Date: April 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 your own definition of Communication keeping in view the changes in present communication scenario. (250 words)
2. Write a brief note on the reach and access of media in the rural areas of your region. (350 words)
3. Visit a government media organization and comment on its organizational structure and functions. (350 words)
4. Write a critical review of an educational television programme recently watched by you. (350 words)
5. Select any two newspapers of your choice (one each in English and Hindi/regional language) and make a comparative analysis of their layout, design and visual presentation. (400 words)

**JMC-02: Mass Media and Society**

**Assignment 02**

**(Due Date: May 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. Discuss some major approaches of development with suitable examples. (350 words)
2. Visit any agriculture development project at the district/block/village level. Describe the approach being followed in agricultural communication (400 words)
3. Prepare a communication strategy to generate awareness on the ills of using tobacco. (300 words)
4. You are asked to write a story containing allegations on an individual. What precautions would you take before publishing it? (300 words)
5. Write a brief note on the impact of new communication technologies on society. (350 words)

**JMC-03: Reporting, Writing and Editing**  
**Assignment 03**  
**(Due Date: July 31, 2014)**

**Course Code: JMC-03**  
**Assignment Code: JMC-03/TMA-3/2014**  
**Marks 100**

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

1. Read the crime stories in your paper for a week. Analyze these in relation to the news values discussed in Unit 1/Block 1. (400 words)
2. Write a letter to the editor making a strong point on an issue of your choice. (250 words)
3. Write a story on a development issue keeping in view the basic principles of development reporting. (350 words)
4. Visit a science and technology institution and write a report on its activities for publication in a newspaper. (300 words)
5. What future prospects do you foresee for the print media in the next decade? Substantiate your answer. (400 words)

**JMC-04: Public Relations**  
**Assignment 04**  
**(Due Date: September 30, 2014)**

**Course Code: JMC-04**  
**Assignment Code: JMC-04/TMA-4/2014**  
**Marks 100**

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

1. As a PRO of a corporate house, what measures would you take to improve the image of your organization? (400 words)
2. Attend a press conference and observe how it has been used as a tool of PR. (300 words)
3. Write a press release on the training initiatives being undertaken in your organization for publication in the house journal. (250 words)
4. Suggest the steps which an organization needs to take to increase the motivation level of its employees. (350 words)
5. Design a PR strategy for distantly located rural masses to generate awareness on literacy. (350 words)