

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

**ASSIGNMENTS  
January Session: 2015**

**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). 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 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 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

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

**Assignment 01**

**(Due Date: March 31, 2015)**

**Assignment Code: JMC-01/Jan. 2015**

**Marks: 100**

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

1. 'The reach of different mass media has increased in the recent times'. Critically analyse the impact of media reach in your city/area/region. (350 words)
2. 'Radio is an intimate medium'. Justify the characteristics of radio with suitable examples. (300 words)
3. 'Media audiences are being treated as markets'. Do you agree with the statement? Substantiate your answer with suitable examples. (350 words)
4. Describe the organizational structure of your media organization and its staffing patterns. (300 words)
5. Write a note on the factors responsible for the growth and development of the regional language press in your area. (350 words)

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

**Assignment 02**

**(Due Date: May 31, 2015)**

**Assignment Code: JMC-02/Jan. 2015**

**Marks: 100**

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

1. 'Communication does not exist in vacuum, it is an integral part of our socio-political and cultural life'. Substantiate this statement with examples. (350 words)
2. What are the special features of Development Support Communication? Discuss with suitable examples. (350 words)
3. Critically examine the role of films in social change with suitable examples. (350 words)
4. Suggest a strategy using folk media for spreading awareness on a development issue of your choice in your area. (300 words)
5. Visit any agriculture development project at the district/block/village level in your area. Describe the system approach in agriculture communication being followed. (300 words)

**Course JMC-03: Reporting, Writing and Editing**  
**Assignment 03**  
**(Due Date: July 31, 2015)**

**Assignment Code: JMC-03/Jan. 2015**  
**Marks 100**

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

1. As a television reporter what care will you take while reporting a crime story to uphold media ethics? (300 words)
2. Write a report on the cultural programme/political rally held in your city/area recently for publication in the local newspaper. (200 words)
3. Select a news item from the newspaper and rewrite the same for radio keeping in view the characteristics of radio in mind. (200 words)
4. Select a political news item and analyse the type of headline, lead, and slant given by a national newspaper and a local newspaper to the same story. (300 words)
5. Prepare a five minutes television news bulletin and outline the news items you will include in the bulletin. (250 words)

**Course JMC-04: Public Relations**  
**Assignment 04**  
**(Due Date: September 30, 2015)**

**Assignment Code: JMC-04/Jan. 2015**  
**Marks 100**

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

1. Discuss some unethical practices being followed in PR organizations these days and how these can be checked. (300 words)
2. In management of crisis in your organisation, what PR activities will you undertake to maintain its positive image? (350 words)
3. Suggest the steps which need to be taken to increase the motivation level of the employees in your organisation. (300 words)
4. Evaluate the effectiveness of a PR campaign recently launched in your organisation/area. (350 words)

5. As a PRO, what steps will you take to develop rapport with media organisations? (300 words)