

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

**ASSIGNMENTS
July 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). 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
Email: kbansal@ignou.ac.in

Course JMC-01: Introduction to Journalism and Mass Communication
Assignment 01
(Due Date: September 30, 2015)

Assignment Code: JMC-01/July 2015
Marks: 100

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

1. Among the Normative Theories of mass communication, which theory in your view is more pertinent in the Indian context and why? Substantiate your answer. (300 words)
2. Prepare a questionnaire comprising 12-15 questions to study the need for a FM radio station in your area. (250 words)
3. Critically analyse the role of new communication technologies in the present context. (300 words)
4. Discuss the innovative use of folk media for water harvesting/environment conservation. (300 words)
5. Analyse the profile of the newspaper you read in relation to its reach, target audience, focus, content, layout and design. (300 words)

Course JMC-02: Mass Media and Society
Assignment 02
(Due Date: October 31, 2015)

Assignment Code: JMC-02/July 2015
Marks: 100

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

1. 'Development communication is purposive, positive and pragmatic.' Discuss this statement citing suitable examples. (350 words)
2. Analyse the need for an effective communication policy in the present Indian context with examples. (300 words)
3. Plan a media strategy to create awareness on increasing sex ratio in your region. (300 words)
4. 'Despite the growth of television and digital media, Print media in India has a great future.' Do you agree with the statement? Substantiate your answer. (350 words)
5. What precautions will you take before publishing a story containing allegations on a high profile individual? (300 words)

JMC-03: Reporting, Writing and Editing
Assignment 03
(Due Date: February 28, 2016)

Assignment Code: JMC-03/July 2015
Marks: 100

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

1. Discuss the importance of accuracy, objectivity and balance in reporting with suitable examples. (300 words)
2. Write a Letter to the Editor on the need for addressing road rage/an issue you strongly feel about. (200 words)
3. Write a feature on an event/place you recently visited for publication in a local newspaper. (250 words)
4. Discuss the changing nature of news in the wake of media expansion in the recent times. What steps will you take to address some of these issues? (350 words)
5. Describe the role of research in preparation of script for radio /television documentary. (300 words)

Course JMC-04: Public Relations
Assignment 04
(Due Date: March 31, 2016)

Assignment Code: JMC-04/July 2015
Marks: 100

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

1. 'Ethical conduct in Public Relations is the need of the hour'. Substantiate this statement with suitable examples. (350 words)
2. Write a press release on the new initiatives being undertaken in your organization for publication. (200 words)
3. Attend a press conference and observe how it has been used as a tool of PR. (250 words)
4. Design a PR campaign for a new Communication University. (300 words)
5. As a PRO of a non-governmental organisation, what efforts will you take to build a favourable public opinion for your organisation. (300 words)