

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

**ASSIGNMENTS  
January 2016 Cycle**

**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  
Email: kbansal@ignou.ac.in

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

**Assignment 01**

**(Due Date: March 31, 2016)**

**Assignment Code: JMC-01/Jan. 2016**

**Marks: 100**

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

1. Define communication in your own words keeping in view the present communication scenario. (250 words)
2. While designing creative messages for radio, what care will you take and why? Explain with examples. (350 words)
3. What is the social impact of the new communication technologies? Discuss with suitable examples. (350 words)
4. Examine the role and relevance of the Central Board of Film Certification in the present context. (350 words)
5. Write a note on the status, emergent trends and future prospects of magazines in your area/region. (300 words)

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

**Assignment 02**

**(Due Date: May 31, 2016)**

**Assignment Code: JMC-02/Jan. 2016**

**Marks: 100**

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

1. What according to you should be the focus and objectives of the communication policy in a developing country like India? (300 words)
2. Explain the concept and philosophy of Development Communication with suitable examples. (350 words)
3. Design a communication strategy highlighting the need for cleanliness and sanitation in the urban slums of your city. (300 words)
4. 'Films portray sensitive issues to serve the cause of human rights.' Do you agree with the statement? Substantiate your answer. (350 words)
5. You are asked to write a news item containing allegations on a prominent personality. What precautions would you take before publishing it? ( 300 words)

**Course JMC-03: Reporting, Writing and Editing**  
**Assignment 03**  
**(Due Date: July 31, 2016)**

**Assignment Code: JMC-03/Jan. 2016**  
**Marks 100**

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

1. Discuss the changing nature of news in the wake of massive expansion of television news channels. (350 words)
2. Examine the ethical issues involved in crime reporting citing suitable examples. (300 words)
3. Select a political news story and analyse the headlines given to the same story in four different newspapers. (300 words)
4. Write a human interest feature on a topic of your choice for the local paper in your city. (250 words)
5. What preparations will you make to interview an eminent author/scientist for a TV programme. Prepare a list of questions that you would like to cover during the interview. (400 words)

**Course JMC-04: Public Relations**  
**Assignment 04**  
**(Due Date: September 30, 2016)**

**Assignment Code: JMC-04/Jan. 2016**  
**Marks 100**

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

1. Write a press release outlining the new activities and future plans of your organization. (250 words)
2. As a PRO of a food company against which a number of serious allegations have been made, what strategies would you adopt for crisis management? (300 words)
3. Analyse the importance of a House Journal in your organization and suggest measures to improve its content and presentation. (350 words)
4. Attend a press conference and give suggestions how it could have been made more effective. (350 words)
5. For evaluating a PR campaign on a public issue, what steps will you take and why? (350 words)