

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

**ASSIGNMENTS
July 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: shikharai@ignou.ac.in

Course JMC-01: Introduction to Journalism and Mass Communication

Assignment 01

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

Assignment Code: JMC-01/July. 2016

Marks: 100

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

1. Define Communication in your own words citing suitable examples. [200 words]
2. Describe the various elements of a good communication model. [250 words]
3. Prepare a questionnaire comprising 12-15 questions to ascertain the role of press in generating awareness on gender equality or environment conservation [300 words]
4. Watch an educational television programme and discuss how it can be made more effective in terms of content and presentation. [300 words]
5. 'FM radio are following in the footsteps of private radio stations in terms of their content'. Do you agree with this statement? Give reasons for your answer. [300 words].

Course JMC-02: Mass Media and Society

Assignment 02

(Due Date: November 30, 2016)

Assignment Code: JMC-02/ July 2016

Marks: 100

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

1. Write the review of a television programme that you have recently watched highlighting its implications on society. [300 words].
2. Prepare a communication strategy to generate awareness on the need to check obesity among children. [300 words].
3. Critically analyse the role of cinema in social change with suitable examples. [350 words]
4. In your views what steps need to be taken to improve the effectiveness of the Press Council of India? [350 words]
5. Discuss the need for an effective communication policy in the present Indian context with suitable examples. [300 words]

Course JMC-03: Reporting, Writing and Editing
Assignment 03
(Due Date: January 30, 2017)

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

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

1. What type of preparations will you make for interviewing an eminent scientist or a politician for a TV programme ? [400 words].
2. In your opinion, what qualities are necessary to become a good sports reporter? [300 words]
3. Select a development story published in any national newspaper in this month and rewrite the same for a regional/local newspaper. [250 words]
4. Write a news story for radio on any mega event that you may have attended recently. [200 words]
5. Read human interest features published in any daily newspaper within this month and select the one that you like the most. Give reasons for your choice. [300 words]

Course JMC-04: Public Relations
Assignment 04
(Due Date: March, 2017)

Assignment Code: JMC-04/ July 2016
Marks 100

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

1. Analyse the various PR tools being used in your organisation to reach out to internal and external publics. [300 words].
2. What type of PR techniques will you select to for projective a positive image of your organisation and why? [400 words]
3. Attend a press conference and suggest how it can be made more effective as a tool of PR. [350 words]
4. The readership of the house journal of your organization has declined. What steps will you take to increase its readership? [350 words]
5. Write a press release highlighting the future activities to be taken by your organisation. [200 words]