

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

**ASSIGNMENTS  
Jan 2017 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. Shikha Rai, Programme Coordinator  
Email: shikharai@ignou.ac.in

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

**Assignment 01**

**(Due Date: March 31, 2017)**

**Assignment Code: JMC-01/Jan. 2017**

**Marks: 100**

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

1. Apply any theory of mass communication to an individual's interaction with media and justify the theory. (350 words)
2. Why is it important to know your audience? Explain with examples. (250 words)
3. Compare the traditional folk media with the new media. Do you think folk media has lost its relevance? Justify your answer. (350 words)
4. Examine the role and relevance of the Central Board of Film Certification in the light of recent controversies. (350 words)
5. Trace the growth of the language press in the last ten years. Supplement your answer with suitable data from various national reports. (500 words)

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

**Assignment 02**

**(Due Date: April 30, 2017)**

**Assignment Code: JMC-02/ Jan 2017**

**Marks: 100**

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

1. Had India a communication policy, the answer to which social problem could be found according to you and how? (300 words)
2. Why has audience participation in media become important in contemporary times? Cite examples to prove that audience participation can lead to a fruitful communication campaign. (350 words)
3. Design a communication strategy motivating the youth to join the Indian armed forces. (300 words)
4. Explain by means of a recent case how new media has become an important tool of Development Support Communication. (350 words)
5. 'Media creates market for goods and services that are more of a desire than a need.' Justify the statement. ( 300 words)

**Course JMC-03: Reporting, Writing and Editing**

**Assignment 03**

**(Due Date: September 30, 2017)**

**Assignment Code: JMC-03/Jan. 2017**

**Marks 100**

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

1. Design a set of ten questions that you would like to ask a famous economist on demonetisation as a newspaper interviewer. (350 words)
2. What is the importance of science and technology reporting? How can we promote it in media? (300 words)
3. Select a daily newspaper and a magazine of your choice and bring out the differences in writing and editing of both. (300 words)
4. Write a radio feature encouraging people to abide by traffic rules. (450 words)
5. Write an editorial on children's safety in your area for your local newspaper. (400 words)

**Course JMC-04: Public Relations**

**Assignment 04**

**(Due Date: October 31, 2017)**

**Assignment Code: JMC-04/ Jan 2017**

**Marks 100**

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

1. Plan any three PR activities for a government hospital in your vicinity. Also indicate the output you wish to achieve through those activities. (300 words)
2. Plan a PR campaign for an online start-up company which is into supplying tiffins for offices. (500 words)
3. Design a set of 10-12 questions to study public opinion of the local media channel/newspaper in your area. (350 words)
4. As the local MLA of your area, what steps would you take to strengthen your relations with your community? (350 words)
5. Prepare a write up for your company's internal house journal encouraging fellow colleagues to save electricity by switching off power when not in use while leaving their work station? (350 words)