

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

**ASSIGNMENTS  
July 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: September 30, 2017)**

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

**Marks: 100**

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

1. Establish the relation between the political economic theory and the concept of hegemony (350 words)
2. How has the advent of e-papers impacted the print newspapers? (250 words)
3. Discuss how the new communication technologies have revolutionized our way of living. (350 words)
4. Cite the reasons for the recent rise in circulation of language newspapers in India. (350 words)
5. Explain the organizational structure of your organization and explain the function of the various departments. (500 words)

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

**Assignment 02**

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

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

**Marks: 100**

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

1. How can communication be used to solve the complex social problems in the diverse Indian society? (300 words)
2. Design some development support communication material for Swachh Bharat Campaign. (350 words)
3. Explain with the help of examples how media promotes consumerism. (300 words)
4. Why is free flow of information important? With the coming of new media and more platforms of communication, has the society been benefited? Justify your answer. (350 words)
5. The Supreme Court has ruled in favour of Right to Privacy. How do you think this will affect media coverage? Explain. ( 300 words)

**Course JMC-03: Reporting, Writing and Editing**  
**Assignment 03**  
**(Due Date: March 31, 2018)**

**Assignment Code: JMC-03/Jan. July 2017**  
**Marks 100**

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

1. Frame a set of ten questions to interview a sportsperson of your choice. (500 words)
2. Do you think new media can be used affectively for covering development issues? Justify your answer. (350 words)
3. Write a feature on increasing threat of cyber crime in India. (500 words)
4. Write the concept of TV script encouraging public to contribute towards the families of martyrs. (350 words)
5. Compare and analyse the design elements of an English language and a Hindi language daily of your choice. (500 words)

**Course JMC-04: Public Relations**  
**Assignment 04**  
**(Due Date: April 30, 2018)**

**Assignment Code: JMC-04/ July 2017**  
**Marks 100**

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

1. Design a PR campaign for the government of your state promoting women's safety. (500 words)
2. Plan a set of at least three PR activities for an NGO. What are the specialized publics for an NGO and how will you communicate with them? (350 words)
3. What strategies will you adopt to manage the crisis of dengue and malaria in your vicinity? Explain with suitable examples. (500 words)
4. You are a new entrepreneur in technology business. Explain a few strategies you would use to develop relations with media in your area. (350 words)
5. What is corporate accountability? Do you think corporate social responsibility can help in image building of a business organization? Explain (350 words)