

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

**ASSIGNMENTS
January 2018 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, 2018)

Assignment Code: JMC-01/January 2018

Marks: 100

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

1. Apply a media theory of your choice to a national daily and discuss your findings. (350 words)
2. What are the differences in characteristics of traditional media and new media? Discuss how TV keeps its audience engaged? (350 words)
3. Folk media is also sometimes called alternate media. Explain with the help of a case study how this can be effectively used to deal with social issues. (500 words)
4. Comment on the nature and content of films in Bollywood in the recent years. Explore the dynamics of this parallel industry. (500 words)
5. Compare the growth of English language newspapers to regional language newspapers in India over the past two years. Present relevant data sources to support your answer. (500 words)

Course JMC-02: Mass Media and Society

Assignment 02

(Due Date: April 30, 2018)

Assignment Code: JMC-02/ January 2018

Marks: 100

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

1. Compare and discuss the communication policies of any two countries of your choice. (350 words)
2. Suggest a few ideas how development communication strategies can help reducing air pollution in a metropolitan Indian city like Delhi. (350 words)
3. With the help of some recent examples analyse the coverage of human rights by Indian media. (500 words)
4. The imbalance of information flow is evident within the society between information haves and have not. Explain this in the light of internet proliferation in India society. (500 words)
5. "Freedom of expression has found a new meaning in today's internet enabled world. Explain with relevant examples. (300 words)

Course JMC-03: Reporting, Writing and Editing
Assignment 03
(Due Date: September 30, 2018)

Assignment Code: JMC-03/Jan. January 2018
Marks 100

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

1. Cover a civic issue of your choice in your locality and give it a suitable headline. (250 words)
2. Write an article on usefulness of replacing plastic bags with biodegradable carry bags. (450 words)
3. Write an editorial on the rising level of pollution in your city. (300 words)
4. Write a radio feature on a health mela organized by the government in your area. (300 words)
5. Compare the design and content presentation of a daily newspaper and a magazine of your choice. (300 words)

Course JMC-04: Public Relations
Assignment 04
(Due Date: October 31, 2018)

Assignment Code: JMC-04/ January 2018
Marks 100

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

1. How will you make use of public relations tools to ensure that people in your locality keep their surroundings clean. (300 words)
2. Plan a PR campaign on behalf of a NGO to motivate the people of your area to teach the under privileged children for an hour every week. (350 words)
3. What would be the focus of your research aimed at motivating senior citizens to adopt ICT for health and safety measures? (300 words)
4. List down five PR strategies to promote an art exhibition in your area. (350 words)
5. List down five tools of PR and how you would use them to promote reading habits in children in your area. (350 words)