

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

**ASSIGNMENTS  
January and July 2019 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, 2019 – Jan cycle, Sept.30, 2019 – July cycle)**

**Assignment Code: JMC-01/Jan/July 2019**

**Marks: 100**

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

1. Pick a news item on any issue from a national daily and critically analyse its presentation. Compare the presentation of the same news on a TV channel of your choice. Looking at your findings, which communication theory applies to it? Justify your answer. (350 words)
2. Interactivity has given new media a dimension which has helped it supercede other media. Pick a blog and a news portal of your choice and analyse the elements of interactivity in them. (300 words)
3. Despite the rapid spread of new media, the folk and alternative media have retained their relevance. Pick two development issues of your choice and enumerate on how you would make use of folk and alternative media for effectively communicating to the audience. Explain the demographic and psychographic profile of the audience for whom the communication is designed. (350 words)
4. Films these days are being released for free on internet platforms and the content too is censor free. Analyse the socio cultural implications of such forms of mass communication. (350 words)
5. On the basis of credible national research reports, trace the reasons for growth of regional press in India. What predictions can be made about its growth for the next five years? (350 words)

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

**Assignment 02**

**(Due Date: April 30, 2019 – Jan. Cycle and October 31, 2019 July Cycle)**

**Assignment Code: JMC-02/ Jan/July 2019**

**Marks: 100**

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

1. What is the difference between media availability and media participation? How would you ensure public participation in your locality to promote awareness about government health programmes and schemes? (350 words)
2. Compare the development indicators of a metropolitan society to a small town. Also explain which theory of development befits your case. (350 words)
3. “Children’s addiction to screens is a result of media promoted consumerism”. Explain with relevant examples. (300 words)

4. What changes would you suggest in the postulates of NWICO to promote the cause of developing countries in the current technology enabled socio cultural and political scenario? Justify your answer. (300 words)
5. “Do you think the Indian society is in need of cyber laws against trolling and social lynching? Justify your answer keeping in view the rising problems due to internet becoming a strong medium of socialisation. ( 300 words)

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

**(Due Date: September 30, 2019 - Jan Cycle and March 31,2019 - July Cycle)**

**Assignment Code: JMC-03/Jan/July 2019  
Marks 100**

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

1. The Supreme Court of India in a recent ruling has decriminalized adultery. How does the verdict affect the status of women in recent times? (250 words)
2. How has the freedom of speech and expression changed in times of social media? Explain with suitable examples. (450 words)
3. Compare any two national dailies of your choice and analyse the coverage of health issues in them. (300 words)
4. How has social media affected the imbalance of information flow? Support your answer with examples. (300 words)
5. Prepare a set of 15 questions to interviews the editor of your favourite magazine. (300 words)
6. Write a feature on any one of the following: (500 words)
  - a) A day trip of city school kids to a backward village
  - b) A historical sketch of a place of your choice

**Course JMC-04: Public Relations  
Assignment 04**

**(Due Date: October 31, 2019 - January Cycle and April 30, 2019 July Cycle)**

**Assignment Code: JMC-04/ January & July 2019  
Marks 100**

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

1. Which tools of PR will you make use of and why to get feedback on a local adult literacy drive in your area? (300 words)

2. Design communication strategies on behalf of the government to motivate people to exercise their right to vote. (350 words)
3. Make an event plan for school children of classes 5<sup>th</sup> to 8<sup>th</sup> of your town/city on the topic 'energy conservation' (350 words)
4. As part of an NGO dedicated to promoting dying arts of India, make a promotional campaign for general public in your area. (350 words)
5. You are a security agency that provides guards to malls in expensive areas. A theft has taken place in a jewellery shop and the guard of your agency is found absconding; Make a crisis plan to address the issue. What necessary steps would you take towards damage control and rebuilding credibility with various publics? (350 words)