

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

**ASSIGNMENTS**

**January and July 2020 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 (OLD) ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (JMC01, 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 assignments. 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 Examinations in the respective Course. 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 writing the Assignments

Attempt all questions given in each assignment as instructed.

You may 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.
- **Organising:** 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. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Padmini Jain  
Programme Coordinator  
Email: padminijain@ignou.ac.in

## Introduction to Journalism and Mass Communication

**Course Code:** JMC-01

**Assignment 01**

**Due Date:** March 31, 2020 – Jan cycle & Sept.30, 2020 – July cycle

**Assignment Code:** JMC-01/Jan/July 2020

**Total Marks:** 100

**Note:** Answer all the questions.

Each Question carries equal marks. (20 each)

- 1.** During Elections, a lot of canvassing is done by all the candidates using various forms of Media. Does all this help the voters form their opinions? Among the Theories of Media that you have studied, take any three Theories and discuss with respect to each, the role that media plays during election canvassing. (600 words= 200 for each Theory)
- 2.** These days, so many media have converged into one smart-phone. Discuss how it encompasses the characteristics of Print, Radio, Television and Films. List out the content that you have received or posted on Social Media in the last one day and discuss which media it would have belonged to if there were no smart phones. (500 words)
- 3.** Go out and attend a presentation through any form of Traditional or Folk Media in your vicinity. Then discuss its content, presentation and audience. What kind of social messages can be best conveyed through this form of media? (400 words)
- 4.** Watch or Listen to an educational program on Radio or TV or a website. Write a detailed review of the topic, content and length of this program, critically analyzing the Format, presentation, media used, topic covered and interactivity. Suggest an alternative media for the same educational content to be programmed. (400 words)
- 5.** Write a feature on an environmental issue for a weekly news magazine. What kind of research will you need to do for writing this article? (400 words)

## Mass Media and Society

**Course Code:** JMC-02

**Assignment 02**

**Due Date:** March 31, 2020 – Jan cycle & Sept.30, 2020 – July cycle

**Assignment Code:** JMC-02/Jan/July 2020

**Total Marks:** 100

**Note:** Answer all the questions.

Each Question carries equal marks. (20 each)

1. These days, due to social media, common man has a way of putting his views across to the world. Make a questionnaire comprising of ten questions to know: the opinion of people on government imposing curbs on what one posts on the social media. Administer this questionnaire to at least five people around you and analyse their responses. (500 words)
2. Write the script for a fifteen minute Radio Program educating people about Dengue and precautions to avoid it. What format of programming would you prefer? Which experts would you invite for this program? (600 words)
3. 2019 saw many women based films like ‘Saand ki Aankh’, ‘Mission Mangal’, ‘Mardani’. What is your take on the portrayal of the protagonists in these films? Do such films help break gender stereotypes? Discuss in detail while highlighting the socio economic backgrounds of the lead characters. (350 words)
4. With the coming of internet and the world wide web, do you think that the information gap between the developing and developed nations has widened or has it decreased? Support your argument with suitable examples. (350 words)
5. Recently two famous TV actors committed suicide. When any such incident happens, fans troll their family members with blames and the press goes over time in publishing such blame stories. How is the law against defamation compromised in such cases? In your view, is it part of journalistic responsibility? Critically analyse the news reports in any one of such cases in this light. (400 words)

## Reporting, Writing and Editing

**Course Code:** JMC-03

**Assignment 03**

**Due Date:** March 31, 2020 – Jan cycle & Sept.30, 2020 – July cycle

**Assignment Code:** JMC-03/Jan/July 2020

**Total Marks:** 100

**Note:** Answer all the questions.

Each Question carries equal marks. (20 each)

1. These days, reporters do sting operations as a strategy for Investigative Reporting. How ethical is this practice? Interview an editor of a channel/ paper in your city to take his/her views on sting operations. (400 words)
2. What are the unique characteristics of Sports Reporting. Is it different from Sports Commentary? Follow and analyse the Sports page of your newspaper for a week. Prepare a report on this analysis. (400 words)
3. Identify a civil issue in your vicinity that is posing a problem to people around you (Example: Road Construction/ Pollution/ Crime/ Traffic etc). Write a Letter to Editor of your local paper regarding this issue. (300 words)
4. Listen to the morning news at All India Radio for three consecutive days. Comment on the News Readers and Format of the Bulletin. Write a letter/ e mail to the News Reader you liked the most. (300 words)
5. With the help of the camera of your mobile phone, click ten photos – making a photo feature on this topic of Child Labour. Take a print out of these photographs, paste them on a sheet and give captions to each. Also give a caption to your photo feature.

## Public Relations

**Course Code:** JMC-04

**Assignment 04**

**Due Date:** March 31, 2020 – Jan cycle & Sept.30, 2020 – July cycle

**Assignment Code:** JMC-04/Jan/July 2020

**Total Marks:** 100

**Note:** Answer all the questions.

Each Question carries equal marks. (20 each)

1. What is the difference between Public Relations, Advertising, Publicity and Public Opinion? A new film is to be released. In its context, give hypothetical examples for all of these. (400 words)
2. A new play school is coming up in your colony. It will be opening in three months from now. Design a Public Relations campaign for its launch. Which media will you cover? What PR tools would you use? (500 words)
3. Social media has assumed a lot of importance for Image Management these days. Follow a celebrity of your choice on a social media site (Facebook/ instagram etc). Do a content analysis of the posts he/she puts up and the comments that the audience give. 400 words)
4. Assume that you are the Public Relations Officer of a company that makes Defense Equipment. In a recent encounter with the criminals, a police officer wearing the bullet proof jacket manufactured by your company died from a gun shot. What would be the Crisis Management Strategy that you will execute? Prepare a detailed plan. (500 words)
5. Discuss your favourite CSR (Corporate Social Responsibility) initiative taken up by a Corporate. (400 words)