

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

ASSIGNMENTS

January and July 2021 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, 2021 – Jan cycle & Sept.30, 2021 – July cycle

Assignment Code: JMC-01/Jan/July 2021

Total Marks: 100

Note: Answer all the questions.

Each Question carries equal marks. (20 each)

1. You have learnt about some Media theories in this Course. Which ones of these do you find most relevant in the present times? Discuss this Theory with its applications from around you. Cite at least two examples. (400 words)
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. (400 words)
3. Due to the advent of social media, the propagation of fake news has become a big menace, these days. Research and list out some tools that can be used to verify the fake content (posts/ pictures/ videos)? (400 words)
4. Owing to the lockdown last year, educational classes shifted online for schools and colleges. Interview any two teachers who dealt with and engaged in this new way of teaching. Now write a script for a Podcast of ten minutes, where these interviews will be aired. (600 words)
5. Write a feature on Vaccination and myths surrounding it, for an online blog. What kind of research will you need to do for writing this article? (350 words)

Mass Media and Society

Course Code : JMC-02

Assignment 02

Due Date: March 31, 2021 – Jan cycle & Sept.30, 2021 – July cycle

Assignment Code: JMC-02/Jan/July 2021

Total Marks: 100

Note: Answer all the questions.

Each Question carries equal marks. (20 each)

1. Mobile apps have become almost essential to the modern day living. Discuss any three apps that you use the most. Talk about the features that make these apps popular and why you use them. (Tip: you can discuss any app- banking/ transport/ messaging/ shopping/ entertainment/ music/ maps etc) (600 words = 200 words on each app)
2. Due to social media and easy internet access, people have ways of speaking and reaching out to a large audience. Discuss a social media campaign/ movement that has been used to create awareness about a relevant issue in the society? (Tip: movements like METoo/ change.org etc) (400 words)
3. The LGBT community is now being represented with empathy and dignity in our media. Pick up any Online media series that portrays such a protagonist. Watch this series and write about how it deals with the issue and the character. (350 words)
4. Last year due to the shutting of cinema halls because of COVID, many films were released online. Give your views on how OTT Platforms are changing the way Indian audience sees content. Does the subject matter or presentation style change for the Online entertainment content? (350 words)
5. In the much hyped 'Sushant Singh Rajput's suicide' case last year, the media ran parallel trials, naming and blaming some people and building hypothetical conclusions to the case being a murder or a conspiracy. In light of this incident, highlight the role of ethics and self regulation of media in covering sensitive issues. (400 words)

Reporting, Writing and Editing

Course Code : JMC-03

Assignment 03

Due Date: March 31, 2021 – Jan cycle & Sept.30, 2021 – July cycle

Assignment Code: JMC-03/Jan/July 2021

Total Marks: 100

Note: Answer all the questions.

Each Question carries equal marks. (20 each)

1. Many a times, in the haste to telecast a 'Breaking News', TV channels do not verify the facts and thus end up giving wrong information. They are found to issue corrigendums later. What steps do you suggest, that the channels must take, to avoid such situations? (400 words)
2. These days, due to viewing of content on mobile phones, short films are becoming very popular. Watch any such pocket move of ten to fifteen minutes duration and write its review. (400 words)
3. In the Pandemic situation, science and medical reporting became very important. In your view, what are the unique characteristics of such news coverage? What considerations and preparations must a reporter do while covering medical related stories? (350 words)
4. With the advent of Digital Media, ethical considerations are undergoing a change. Share your views on what and how the online media can do to remain ethical in these changing times. (400 words)
5. 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. (450 words)

Public Relations

Course Code : JMC-04

Assignment 04

Due Date: March 31, 2021 – Jan cycle & Sept.30, 2021 – July cycle

Assignment Code: JMC-04/Jan/July 2021

Total Marks: 100

Note: Answer all the questions.

Each Question carries equal marks. (20 each)

1. There are many tools used for communication with the internal publics. Discuss any two of your favourite internal public PR Tools. Cite examples and relevance of these. (400 words)
2. A new gymnasium 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. Visit the Website of any famous Car Brand. Analyse the various elements that you see on the Website, in line with the Branding Proposition of the Company. Critically evaluate each picture, text, hyperlink. Tell us what is good about the communication elements and how they could have been better? (400 words)
4. Attend a Press Conference by a Political Party online. If you were among the organisers of this Press Conference, what Press release would you have written to be distributed to the Press? Write this Press Release. (400 words)
5. Discuss a Corporate Social Responsibility case of any brand from India or around the world. Critically evaluate this campaign and the reasons of its success. (400 words)