POST GRADUATE DIPLOMA
IN
JOURNALISM AND MASS COMMUNICATION

(PGJMC)

ASSIGNMENTS
January and July 2020 Session

MJM-020
MJM-021
MJM-022
MJM-023
MJM-024
MJM-025

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 of the six theory courses. 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
shikharai@ignou.ac.in

Course MJM-020: Introduction to Journalism and Mass Communication
Assignment 01

Due Date: April 30, 2020 (for Jan.2020 admission cycle)
Oct.31, 2020 (for July 2020 admission cycle)

Assignment Code: MJM-020/Jan/July 2020

Marks: 100

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

1. Reflect back on various communication situations and contexts in the day and explain the communication barriers you faced during any one of them. Now choose any one communication model and explain how it fits in that communication situation.
(400 words)

2. Trace the growth in circulation of the top five dailies and analyse the reasons for their growth trends. (500 words)

3. Make a study of any media group of your choice and the number and kind of other business interests it holds. Analyse how such business interests affect the media business.
(400 words)

4. If you are the public relations manager in an oil corporation and your aim is to build its image, which tools would you use and why? (350 words)

5. Make an IMC plan for an educational institute keeping in mind that it would be executed only by social media. (500 words)

Course MJM-021: Reporting techniques
Assignment 02

Due Date: April 30, 2020 (for Jan.2020 admission cycle)
Oct.31, 2020 (for July 2020 admission cycle)

Assignment Code: MJM-021/Jan/July 2020

Marks: 100

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

1. Pick two news stories from the day's newspaper, one following the inverted pyramid style of writing and another that does not. Paste the clippings and identify the differences.
(350 words)

2. Identify a development issue in your locality and write a 300 words report on it along with a headline and dateline. (300 words)

3. Follow a political issue of your choice from the newspapers for a week (or two related issues for three days each) and write a news report summing up the developments.
(500 words)

4. Cover a sport of your choice locally and write a report for the local newspaper.

(350 words)

5. Write a story highlighting the rising number of cases of mental health in your town or city and the attitude of people towards mental illness.   (500 words)

Course MJM-022: Writing and editing for Print Media
Assignment 03

Due Date: April 30, 2020 (for Jan.2020 admission cycle)
Oct.31, 2020 (for July 2020 admission cycle)

Assignment Code: MJM-022/Jan/July 2020

Marks: 100

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

1. Write a news story on an archaeological site in your city/town/state. Organise your data and write the news logically. [250 words]

2. Explain the importance of mind mapping. Create a mind map for a news story on an environmental issue which is prevalent in your area. [250 words]

3. Choose a news story from a regional language paper of your choice and translate it into English. [300 words]

4. Write a profile feature on a woman personality from your area. [300 words]

5. Create well researched infographics on a health issue which is prevalent in your locality/area. [300 words.]

Course MJM-023: Broadcast and Online Journalism
Assignment 04

Due Date: April 30, 2020 (for Jan.2020 admission cycle)
Oct.31, 2020 (for July 2020 admission cycle)

Assignment Code: MJM-023/Jan/July 2020

Marks: 100

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

1. Observe the prime time of any two television news channels and describe various programme formats used by the channels. (400 words)

2. Write script of a sports story of 90 seconds duration for a television news package.

3. Explain the four main characteristics of online journalism - hypertextuality, interactivity, multimediality and immediacy with suitable examples. (450 words)

4. Write script for a radio news bulletin of 2 minutes duration keeping in view the elements of writing for the ear. (300 words)

5. Analyse the future of television in the current Internet age citing suitable examples. (350 words)

Course MJM-024: Media and Society
Assignment 05

Due Date: April 30, 2020 (for Jan.2020 admission cycle)
Oct.31, 2020 (for July 2020 admission cycle)

Assignment Code: MJM-024/Jan/July 2020

Marks: 100

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

1. Design a questionnaire comprising 15-20 questions to ascertain the pattern of Internet usage among senior citizens in your area. [200 words]

2. Watch prime time television news for a week. Identify the media messages using Entertainment Education strategy. Evaluate them. [300 words]

3. Design a communication strategy on Health promotion using the elements of Social and Behaviour Change Communication [300 words]

4. Watch an educational television programme and write a critical review on its content and presentation.   [300 words]

5. Which alternative media would you choose to spread the message of literacy among tribal community and why? Give reasons for your answer.   [350 words.]

Course MJM-025: Media Ethics and Laws
Assignment 06

Due Date: April 30, 2020 (for Jan.2020 admission cycle)
Oct.31, 2020 (for July 2020 admission cycle)

Assignment Code: MJM-025/Jan/July 2020

Marks: 100

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

1. Identify a recent example of media breach. Explain what steps should have been taken by media to avoid such incidents.   [300 words]

2. Differentiate between Laws, Codes and Ethics.   [250 words]

3. Check the privacy settings of your social networking site and outline its salient features. [300 words]

4. Go through a newspaper of your choice and describe some stories which have used RTI as a news source.   [300 words]

5. Analyse the role of Ombudsman in a newspaper organisation of your choice.
                                                            [300 words]