

# Programme Guide

## MA in Journalism and Digital Media (MAJDM)



**School of Journalism and New Media Studies**  
**Indira Gandhi National Open University**  
**Maidan Garhi, New Delhi- 110068 (India)**

**Dear Learner,**

Welcome to IGNOU, the people's University.

Information and Communication Technology has made a significant impact on all aspects of our lives. We are now connected through high volumes of information processing, using digital technology for various routine activities, utilising communication technology to connect with people, and as digital creators, we share our thoughts, opinions, and information with the world. In this digital revolution, an MA in Journalism and Digital Media provides a comprehensive pedagogical approach to understanding the digital platform, its applications in various fields, and its utilisation by various stakeholders - all from the perspective of human communication.

This Programme Guide is designed to give you an overview of how Open and Distance learning operates and how this programme will be transacted. We, as distance teachers may be physically at a distance from you but as far as the teaching- learning activity is concerned we shall always be with you in the form of your study material – print or online and through other student support services. To start with, read this Programme Guide thoroughly, keep it handy and refer to it as and when you have any doubt about progressing further in this programme. This will facilitate your ease of use of programme related activities and help you participate better in your teaching learning transactions.

In the course of your journey, you will notice that an ODL university like IGNOU is a university with a difference. Unlike conventional Universities/Institutions where Teaching and learning takes place mostly through face to face mode, IGNOU adopts a blended approach to facilitate teaching-learning activities. You will find that the self-learning material which may be printed or in digital form is the main medium of instruction which is supplemented with audio and video, teleconferencing, interactive radio counselling sessions as well as many online modes of interactions. Further, you will also benefit from contact sessions organised at the Study Centre. Besides these, the Tutor marked assignments submitted by you will be evaluated (the score of the assignments make up for 30 percent of the total marks you earn in a course). Thus, these multiple modes will provide you diverse opportunities for interaction as well as facilitate smooth progress through the programme.

The information presented in this Programme Guide, will help you in organising your study in a systematic manner with respect to various components and stages of the programme. This Programme Guide provides you important information about the programme as whole, viz., its objectives, structure, mode of delivery, programme schedule, counselling sessions, assignments, evaluation etc. It is expected that you will preserve this programme Guide till you complete the programme as this Guide will help you clarify your doubts at different stages during the course of your academic journey through this programme.

**Have a great learning experience !**

**Prof. K.S. Arul Selvan**

**Professor, SOJNMS,  
IGNOU, New Delhi**

**Programme Coordinator**

**[majdm@ignou.ac.in](mailto:majdm@ignou.ac.in) / 9319922711 / 011-29571605**

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Please refer to the following web-link for some of the required proformas and forms that you may need from time to time at <http://ignou.ac.in/ignou/studentzone/forms/1>

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## 1.0 THE UNIVERSITY

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Indira Gandhi National Open University (IGNOU) was established in September 1985 by an Act of Parliament with a view to democratise education so that it covers large segments of population, vocations and professions. The primary emphasis is on innovation, flexibility and cost effectiveness. Thus, it is a University with a difference.

**The major objectives of the University are to:**

- promote the educational well being of the community;
- democratise higher education by providing easy access to all those who desire to improve their qualifications, skills and competence by taking education to the doorsteps of people living even in remote areas;
- disseminate learning and knowledge through innovative multimedia teaching- learning system;
- provide high quality education at all levels; and
- coordinate and determine the standards of Distance Education and Open University Systems throughout the country.

**IGNOU offers various academic programmes** that lead to certificates, diplomas and degrees. It develops and produces courses for delivery through open learning and distance education modes. IGNOU is also actively involved in research, training and extension activities. It coordinates and monitors distance education systems and provides expertise to other Open and Distance Learning Institutions.

The salient features of distance education system are:

- Study according to your own pace and convenience;
- Study at your own chosen place;
- Flexibility in choosing courses and combination of courses for a wide range of disciplines/subjects;
- Use of modern and appropriate educational and communication technology.

The University strives to fulfil the above mandate by a diversity of means of distance and continuing education. It functions in cooperation with the existing universities and institutions of higher learning. It makes full use of the latest scientific knowledge and new educational technology to offer a high quality education which meets contemporary needs.

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## 2.0 School of Journalism and New Media Studies (SOJNMS)

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### Introduction

The School of Journalism & New Media Studies (SOJNMS) was established in 2007 in the University with the mandate to offer quality academic programmes, conduct research and training and organise seminars and workshops in varied aspects of media and communication. With the advent of the communication revolution, scientific inquiry into various streams of journalism and communication, The School strives to expand the knowledge and take forward the education and training to diverse sections of the learners located in different parts of the country.

### Vision

The School of Journalism and New Media Studies (SOJNMS) aspires to prepare a new

generation of Media and Communication and Journalism professionals, teachers and researchers with a holistic understanding of media as a tool of change for national development and global understanding.

### **Mission**

The Mission of the SOJNMS is to offer innovative academic programmes in Journalism and Digital Media to set benchmarks in teaching and education at the national level. It aims to develop quality learning materials and prepare human resources equipped with knowledge, skills and critical thinking. It strives to promote excellence in research to contribute to the scholarship in the discipline.

In tune with the mission and vision of the University, the SOJNMS offers high quality innovative and need-based programmes at different levels at affordable costs. It reaches out to learners placed in remote and rural areas and those belonging to the disadvantaged and unreached segments of society to access learner-centric quality education, skill up-gradation and training.

The nation-wide network of regional centres and study centres is used for implementing the programmes. The SOJNMS strives to address the emergent needs of the discipline of Journalism & Mass Communication in India and aims to develop human resources through the medium of education.

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## **3.0 PROGRAMME**

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The MA in Journalism and Digital Media will address the ongoing information revolution and provide educational opportunities for learners to pursue a career in the field of digital media. This program aims to provide broad knowledge on digital media, a critical perspective on the emerging social media sector, insights into India's experiences with the internet, facilitate learners in acquiring skills for online and digital productions, and train learners to retrieve, analyse, and interpret digital data. In addition to these skills and competencies, pertinent to digital media and journalism, researching digital media and journalism will also be a significant focus of the program's second-year course structure.

### **3.1 Relevance of Programme with IGNOU's Mission**

In the early decades of 2020-30, India became the second country in the world with the highest number of internet users, after China in the top position, and the USA in third position. India has nearly 800 million internet users, out of which 500 million are Facebook account holders. Additionally, there are 940 million mobile users in India, and telecom operators have started to offer competitive data plans that narrow the digital divide between those who have access to digital media and those who do not. The current development of 5G services will enable a vast number of young users to access high-bandwidth digital content. Almost all media segments have their own online units, which require trained digital media professionals. Therefore, the MA in Journalism and Digital Media program is highly relevant in terms of producing trained human resources for communication, as well as for all sectors that use digital media.

IGNOU's new vision to make it a virtual university aligns with the core theme of this program. The proposed program strengthens the university's mandate of using advanced technology for its pedagogical processes.

### **3.2 Prospective target group of learners**

Primarily this programme targets the fresh graduates, working professionals, and students of various disciplines.

### **3.3 Eligibility Criteria**

The eligibility criteria for joining the programme are as follows:

- Bachelor's degree in any discipline.
- Age: no maximum age limit.

### **3.4 Medium of Instruction**

The Programme is offered through English medium. However, the University allows students to submit assignments, project works and take the examination in Hindi also.

### **3.5 Programme Duration**

The minimum duration of the Programme is 2 years. However, due to inherent flexibility offered by the University, it can be completed in 4 years.

### **3.6 Programme Fee**

The programme fee is Rs 10,000/- and is payable in two instalments (Rs. 5,000/- for the first year and Rs. 5,000/- for the second year) the University may revise the fee from time to time.

### **3.7 Admission Cycle**

Admission in this programme is held every year in the January and July cycle.

### **3.8 Credit System**

IGNOU follows the Credit System for its academic programmes. Each credit amounts to 30 hours of study comprising different learning activities, including assignments and listening/watching audios and videos. Thus a four credit course involves 120 hours of study. Knowing the number of credits for each course helps you to get an idea about the academic effort required for successfully completing a course.

The MAJDM programme consists of 72 credits ( $12 \times 180 = 2160$  study hours), which have been equally distributed in **12 courses**.

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## 4.0 PROGRAMME STRUCTURE

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This is a 72 credits programme. The programme consists of 12 theory courses, one practical and one project work.

### 1<sup>st</sup> Year

Course Codes	Course Titles	Credits
MNM-011	Understanding Digital Media	4
MJM-021	Reporting Techniques	4
MNM-003	Digital Photography and Videography	4
MJM-023	Broadcast and Online Journalism	4
MNM-013	Media, Information and Empowerment	4
MNM-014	Contemporary Scenario of Digital Media	4
MJM-025	Media Laws and Ethics	4
MNML-012	Digital Journalism Practical	8

### 2<sup>nd</sup> Year

Course Codes	Course Titles	Credits
MNM-030	Theorising Digital Media	4
MNM-031	Internet Research Methods	4
MNM-032	ICT for Development	4
MNM-033	Data Science and Big Data	4
MNM-034	Mobile Journalism	4
MNM-035	Media and Information Literacy	4
MNM-036	Digital Media Literacy	4
MNMP-012	Internet Research Project	8
	<b>Total Credits</b>	<b>72</b>

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## 5.0 COURSE CONTENTS

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The structure and content of each course is given below.

### **MNM011: UNDERSTANDING DIGITAL MEDIA**

<b>MNM011: Understanding Digital Media</b>
<b>Block 1: New Media and Society</b> Unit 1: Internet as a Medium Unit 2: Digital Media & Society Unit 3: Issues of Access and Participation Unit 4: Policy Frameworks and Regulations
<b>Block 2: Social Media in Indian Scenario</b> Unit 5: Spectrum of Social Media Unit 6: Online News Sharing Unit 7: Social Media Audience Unit 8: Applications of Social Media
<b>Block 3: India's Experience with the Internet</b> Unit 9: Internet and Marginalised Sections Unit 10: Participatory Online Media Unit 11: Online Activism Unit 12: Democracy and Digital Media
<b>Block 4: ICT for Development</b> Unit 13: ICT for Education Unit 14: Health and ICT Unit 15: E-governance Unit 16: Entrepreneurship and Digital Media



## **MJM021: REPORTING TECHNIQUES**

### **Block 1: News Concepts**

Unit 1: News: Definitions, Concepts and Principles

Unit 2: News Sources

Unit 3: Newsroom Set-up & Functions: Print & Online media

Unit 4: Newsroom Set-up & Functions: Electronic Media

### **Block 2: Reporting Techniques**

Unit 5: Types of News Reporting

Unit 6: Research for Journalistic Writings

Unit 7: Interviews: Tools and Techniques

Unit 8: Understanding Data Journalism

### **Block 3: Beat Reporting-1**

Unit 9: Political Reporting

Unit 10: Crime Reporting

Unit 11: Sports Reporting

Unit 12: Legal Reporting

### **Block 4: Beat Reporting-2**

Unit 13: Civic Reporting

Unit 14: Reporting Social Issues

Unit 15: Reporting Health & Education

Unit 16: Reporting Lifestyle, Fashion & Films

## **MNM-003 DIGITAL PHOTOGRAPHY & VIDEOGRAPHY**

### **Block 1: Tools of Digital Photography**

Unit 1: History of Photography

Unit 2: Camera: Types, Structure and Functions

Unit 3: Lighting for Techniques-I

Unit 4: Lenses and Other Accessories

### **Block 2: Art and Craft of Digital Photography**

Unit 5: Introduction to Visual Communication

Unit 6: Photographic Composition

Unit 7: Photography Techniques

Unit 8: Photo Editing

Unit 9: Types of Photography

### **Block 3: Recording Moving Images**

Unit 10: Video Camera: Structure, Types and Functioning

Unit 11: Lighting Techniques-II

Unit 12: Shot Sizes & Camera Angles

Unit 13: Camera Movements

Unit 14: Video Recording Techniques

## **MJM-023: BROADCAST & ONLINE JOURNALISM**

### **Block 1: Radio Journalism**

Unit 1: Radio: A Sound Medium

Unit 2: Writing for Radio

Unit 3: News Gathering Process for Radio

Unit 4: News Production Unit 5: Presentation Techniques

### **Block 2: Television Journalism**

Unit 6: Television: An Audio-Visual Medium

Unit 7: Writing for Television

Unit 8: Television News

Unit 9: Content Production for Television

Unit 10: Presentation Techniques

### **Block 3: Online Journalism**

Unit 11: Basics Elements of Online Journalism

Unit 12: Writing for Online Media

Unit 13: Online Newsroom Setup

Unit 14: Content Production: Online Media

Unit 15: Production of News Website

## **MNM013: MEDIA, INFORMATION AND EMPOWERMENT**

### **Block 1: Mass Media & Society**

Unit 1: Understanding Media and Society

Unit 2: Media Audiences

Unit 3: Media and Information Literacy

Unit 4: Mass Media Policies

### **Block 2: Media & Development**

Unit 5: Development: Concept & Theories

Unit 6: Development Communication

### **Block 3: Media & Contemporary Issues**

Unit 7: Media and Health Issues

Unit 8: Education and Media

Unit 9: Gender and Media

Unit 10: Media and Environment

Unit 11: Media and Human Rights

Unit 12: Alternative Media

## **MNM014: CONTEMPORARY SCENARIO OF DIGITAL MEDIA**

### **Block 1: Internet & Social Scenario**

Unit 1: Information Society  
Unit 2: Emerging Trends- Media, Internet, Globalisation  
Unit 3: ICTs and Women (Issues of Access and Equity)  
Unit 4: Indian Diaspora in Cyberspace

### **Block 2: Internet Governance**

Unit 5: Telecom Policy: A Case Study of India  
Unit 6: Convergent Technologies  
Unit 7: Open-Source Movement  
Unit 8: The Reliability of Cyberspace  
Unit 9: New Media and Ethical Issues

### **Block 3: Regulating Internet**

Unit 10: The Concept of Security in Cyberspace  
Unit 11: Cyberspace and Cyber Crime  
Unit 12: Cyber Law  
Unit 13: Information Technology Act

## **MJM025: MEDIA ETHICS & LAWS**

### **Block 1: Media Ethics**

Unit 1: Principles of Media Ethics  
Unit 2: News Media and Ethical Concerns  
Unit 3: Media Ethics and Self-Regulation  
Unit 4: New Media and Ethical Issues

### **Block 2: Media Laws**

Unit 5: Indian Constitution  
Unit 6: Media Laws and Constitutional Framework  
Unit 7: Media Laws and Regulatory Framework  
Unit 8: Initiatives in Media Laws

### **Block 3: Laws on Information**

Unit 9: Intellectual Property Rights  
Unit 10: Copyright Law  
Unit 11: Cyber Law  
Unit 12: Right to Information

### **Block 4: Advertising & PR Ethics and Laws**

Unit 13: Advertising Ethics & Laws  
Unit 14: PR Ethics & Laws  
Unit 15: Case Studies

## **MNML-012 DIGITAL JOURNALISM PRACTICAL**

### **Digital Journalism Practical**

Through a Content Management System, learners need to be involved in a news website by contributing news stories, copy editing and editorial management. Detailed descriptions of all required activities are provided in the practical manual.

## Second-Year Course

### MNM-030 THEORISING DIGITAL MEDIA

#### **Block 1: Communication Patterns of Digital Media**

Unit 1: Multi-platform communications  
Unit 2: Mediatisation  
Unit 3: Computer-mediated communication  
Unit 4: Network Society  
Unit 5: Information Theory

#### **Block 2: Critiques of Cyberspace**

Unit 6: Post-humanism and Cyborg Manifesto  
Unit 7: Identities and communities online  
Unit 8: Pop culture and online expression  
Unit 9: Online communication and collaborations

#### **Block 3: Analysis of Participation**

Unit 10: Mode of production in cyberspace  
Unit 11: Ideology and digital communication  
Unit 12: Semiotics and digital communication  
Unit 13: Issues of Big Data  
Unit 14: Political Economy of ICTs

## **MNM-031 INTERNET RESEARCH METHODS**

### **Block 1 Communication Research**

Unit 1: Internet mediated research  
Unit 2: Internet Research Traditions  
Unit 3: Identification of Research Problems  
Unit 4: Sources of Data  
Unit 5: Online Sampling Methods

### **Block 2 Internet Research Methods – I**

Unit 6: Interview method  
Unit 7: Online experiments  
Unit 8: Visual Analysis  
Unit 9: Social Network Analysis

### **Block 3 Internet Research Methods -II**

Unit 10: Web archiving  
Unit 11: Textual Analysis  
Unit 12: Ethnography  
Unit 13: Narrative analysis

### **Block 4 Analysing and Interpreting Data**

Unit 14: Data analysis  
Unit 15: Data interpretation  
Unit 16: Report writing  
Unit 17: Ethics in Internet Research



## **MNM-032 ICT FOR DEVELOPMENT**

### **Block 1: ICT: Conceptual Framework**

Unit 1: ICTS for Development – An Overview  
Unit 2: ICT for Development in India  
Unit 3: Building Knowledge Societies  
Unit 4: Issues of Digital Inequality

### **Block 2: ICT for Development**

Unit 5: ICTs for Social Development  
Unit 6: ICT and Economic Development  
Unit 7: E-Governance: Policy and Framework  
Unit 8: ICT and Environment Sustainability

### **Block 3: ICT: Approaches and Application**

Unit 9: ICT for Education  
Unit 10: ICT for ODL  
Unit 11: ICT for Disability  
Unit 12: ICT and Agriculture

### **Block 4: Future of ICT4D**

Unit 13: Dimensions of Knowledge Society: Access and Equity Issues  
Unit 14: ICT and Knowledge Society: Challenges & Opportunities  
Unit 15: Knowledge Society: Developing Countries Perspective  
Unit 16: Implementation of ICT4D

## **MNM-033 DATA SCIENCE AND BIG DATA**

### **Block 1: Basics of Data Science**

Unit 1: Introduction to Data Science  
Unit-2 Probability and Statistics for Data Science  
Unit-3 Data Preparation for Analysis  
Unit-4 Data Visualisation Techniques

### **Block-2 Big Data and its Management**

Unit-5 Big Data Architecture  
Unit-6 Programming Using MapReduce  
Unit-7 Other Big Data Architecture and Tools  
Unit-8 NoSQL Database

### **Block-3 Big Data Analysis**

Unit-9 Mining Big Data  
Unit-10 Mining Data Streams  
Unit-11 Link Analysis  
Unit-12 Web and Social Network Analysis

### **Block-4 Programming for Data Analysis**

Unit-13 Basic of R Programming  
Unit-14 Data Interfacing and Visualisation in R  
Unit-15 Data Analysis and R  
Unit-16 Advanced Analysis using R

## **MNM-034 MOBILE JOURNALISM**

### **Block 1: Mobile and Society**

Unit 1: Mobile as a Medium  
Unit 2: Mobile Nations: Access and Reach  
Unit 3: Mobile and News Media  
Unit 4: Benefits of Mobile Journalism  
Unit 5: Mobile News Consumption Patterns

### **Block 2: Understanding MoJo**

Unit 6: Landscape of Mobile Journalism  
Unit 7: Mobile Multimedia Basics  
Unit 8: Mobile and News Policies  
Unit 9: Mobile Journalism Equipment  
Unit 10: Apps for MoJo

### **Block 3: Mobile Journalism Production Process**

Unit 11: Scriptwriting for Mojo Stories  
Unit 12: Reporting with Smartphone  
Unit 13: Mobile News Packaging  
Unit 14: Mobile Editing and Production

## **MNM-035 MEDIA AND INFORMATION LITERACY**

### **Block 1: Understanding MIL**

Unit 1: Understanding Media and Information Literacy  
Unit 2: MIL, Civic Participation and Right to Information  
Unit 3: Interacting with Media and Other Content Providers  
Unit 4: MIL, Teaching and Life-Learning  
Unit 5: Communication and Information, Teaching and Learning

### **Block 2: MIL, Society and Ethics**

Unit 6: Learning Theories and MIL  
Unit 7: Enabling Environment for MIL in Learning Spaces  
Unit 8: Audience: National and Global Contexts  
Unit 9: Technology, Media and Society  
Unit 10: Freedom, Ethics and Social Accountability

### **Block 3: Journalism and Society**

Unit 11: What Makes News  
Unit 12: The News Development Process  
Unit 13: News Reporting and the Power of the Image

### **Block 4: Representation in Media**

Unit 14: Industry Codes on Diversity and Representation  
Unit 15: Television, Films, Print Publishing  
Unit 16: Representation and Music Videos

## **MNM-036 DIGITAL MEDIA LITERACY**

### **Block 1: Media Transition**

Unit 1: Reading Media and Information Texts  
Unit 2: The Medium and the Message: Print and Broadcast News  
Unit 3: From Traditional Media to Digital Media Technologies  
Unit 4: Uses of New Media Technologies in Society

### **Block 2: Internet Opportunities and Challenges**

Unit 5: Uses of Interactive Multimedia Tools  
Unit 6: Young People in the Virtual World  
Unit 7: Challenges And Risks In The Virtual World  
Unit 8: Promotion of Alternative Media Through Digital Media

### **Block 3: Digital Information Processing**

Unit 9: Concepts and Applications of Information Literacy  
Unit 10: Learning Environments and Information Literacy  
Unit 11: Digital Information Processing

### **Block 4: Advertising Literacy**

Unit 12: Film Genres and Storytelling  
Unit 13: Advertising, Revenue and Regulation  
Unit 14: Public Service Announcements  
Unit 15: Advertising: The Creative Process  
Unit 16: Targeted Advertising and the Political Arena

## **MNMP-012 INTERNET RESEARCH PROJECT**

### **Internet Research Project**

**Credits: 8**

Learners will need to attend online activities for research proposal development, statistical applications and data analysis. Based on these proposals, dissertation work needs to be completed. Detailed descriptions of all required activities are provided in the project handbook.

Last date for Submission of the Dissertation / Production Portfolio is 31<sup>st</sup> May for TEE June and 30<sup>th</sup> November for TEE December of the year. **(Please check the website for the latest update)**

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## 6.0 INSTRUCTIONAL SYSTEM

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The Open University System is more learner-oriented and the student is an active participant in the teaching-learning process.

The University follows a multiple-media approach for instruction. This approach comprises the following components:

- Self Instructional Printed/Digital Materials
- Audio and Video Materials
- Teleconferencing
- Gyan Darshan, Gyan Vani programmes and Gyandhara
- Interactive Radio Counselling
- Counselling Sessions
- Study Centres

### 6.1 Self Instructional Printed/Digital Material

The self instructional material is the main source of teaching input, or the ‘master medium’ for the programme. It is supplied to the students in the form of blocks. Each block consists of 3-6 Units. You may think of Unit as a lesson.

#### How to Study the Units

While going through the syllabi, you will note that each course has been divided into a number of blocks. There are a total of 46 blocks for all the 11 courses and there is one Course Project Work of the Programme. Each block has a number of Units (lessons). The Units of a block have a certain thematic unity. The Project Handbook will provide clarity on how to go about the Project Work.

Each Unit begins with an introduction in which we tell you about the contents of the Unit. We also outline a list of objectives, which we expect you to achieve after working through the Unit. This is followed by the main body of the Unit which is divided into various sections and subsections. We end each Unit by summarising the contents of the whole Unit to enable you to recall the main points.

Self-check exercises have been given under the caption Check Your Progress Exercise at a few places in each Unit which invariably ends with possible answers to the questions set in these exercises. Glossary explains the terms used in a Unit. You may also consult a dictionary for the terms not covered in glossary or requiring further explanation.

Activities are included to check your application of the concepts that have been taught to you. You should go through the Units and jot down important points as you read in the space provided in the margin. Broad margins in the block are there for you to write your notes on. This will help you keep track of the concepts and assimilate what you have been reading in a Unit, and answer the self-check exercises and the assignment questions, and also easily identify the items to be clarified.

## 6.2 Audio-Video Material

In addition to the print material, audio and video are in general prepared for each course. The audio-video material is supplementary to print material and helps you to understand the subject better. The schedule of telecast is made available on the IGNOU website [www.ignou.ac.in](http://www.ignou.ac.in).

Students desirous of buying the audio video CDs/DVDs can procure them from: Marketing Unit, Electronic Media Production Centre, Indira Gandhi National Open University, Maidan Garhi, New Delhi-110068. Alternatively, you can also access them online at <http://egyankosh.ac.in/>

## 6.3 Teleconferencing

To reach out to students spread in different parts of the country, teleconferencing sessions are conducted via satellite using one-way video and two-way audio facility from Delhi.

Teleconferencing is an effective means of interaction between the learners, experts and those concerned with the programme. It provides an interesting opportunity to you to interact with the faculty members located at the Headquarters and other experts/eminent scholars in the field. You can attend these sessions at scheduled time for drawing benefits of this facility. You can put your questions and queries to the experts through a telephone number/ email id/Online mode for details, you may visit <http://ignouonline.ac.in/gyandarshan>

## 6.4 Gyan Darshan, Gyan Vani and Gyandhara

**Gyan Darshan**, an exclusive educational channel of the country, is providing educational programmes on a variety of subjects for 24 hours a day. If you want to watch enriching educational programmes beamed through this channel, they are available on DTH platforms and cable TV networks. The Gyan Darshan weblink is <http://ignouonline.ac.in/gyandarshan>

**Gyan Vani** is a network of educational FM radio stations in the country. Gyan Vani radio station broadcasts over a radius of 70 kms and caters to the educational and developmental needs of the region. It is available at 105.6MHz and its weblink is <http://www.ignouonline.ac.in/gyandhara/>

**Gyan Dhara** is an internet audio counseling service afforded by IGNOU. Students can listen to the live discussion by the teachers and experts on the topic on the day and interact through telephone and chat mode.

You can put your questions and queries to the experts through a telephone number/ email id/ Online mode for details, you may visit <http://www.ignouonline.ac.in/gyandhara/>

The Broadcasts and telecasts are in English, Hindi and the specific regional language. For detailed programme schedule of programmes on Gyan Darshan and Gyan Vani you may click the link on IGNOU website at [www.ignou.ac.in](http://www.ignou.ac.in).

## 6.5 Interactive Radio Counselling

Interactive Radio Counselling (IRC) is provided to students enabling them to interact with experts and seek clarification on academic matters. Live counselling is conducted on radio by invited experts for an hour from different radio stations in the country. Students can ask questions from their homes through telephone number/ email id/Online mode for details, you may visit <http://www.ignouonline.ac.in/gyandhara/>

## 6.6 Counselling Sessions

In distance education, contact sessions between learners and their Counsellors are an important activity. The purpose of these sessions is to answer your questions and clarify your doubts which may not be possible through other means of communication. It is also intended to provide you an opportunity to meet your fellow learners. There are experienced Academic Counsellors at the Study Centres to provide counselling and guidance to you in the courses that you have chosen for study. The counselling sessions for each of the courses will be held at suitable intervals throughout the academic session. **Attending counselling is not compulsory. However, they may be very useful in certain respects** such as to share your views on the subject with teachers and fellow participants, comprehend some of the complex ideas or difficult issues and get clarifications for many doubts which you would not otherwise try to raise.

Counselling sessions will be provided to you at the Study Centre assigned to you. You should note that the counselling sessions will be very different from the usual classroom teaching or lectures. Counsellors will not be delivering lectures or speeches. They will try to help you to overcome difficulties (academic as well as personal) which you face while studying for the MAJDM. In these sessions, you must look into the subject based difficulties and any other issue arising out of such difficulties.

Before you go to attend the counselling sessions, please go through your study material and note down the points to be discussed. Unless you have gone through the units, there may not be much to discuss. Try to concentrate on the relevant and the most important issues. You may also establish personal contact with your fellow participants to get mutual help for academic purposes. Try to get the maximum possible guidance from your Counsellors.

**You will be informed about the detailed schedule of the counselling sessions by the Coordinator of your Study Centre.**

## 6.7 Study Centres

To provide effective student support, we have set up Study Centres all over the country. You will be allotted one of these Study Centres taking into consideration your place of residence or work. However, each Study Centre can handle only a limited number of students and despite our best efforts, it may not always be possible to allot the Study Centre of your choice. The particulars regarding the Study Centre to which you are assigned will be communicated to you.

Each Study Centre has:

- A Coordinator who coordinates different activities at the centre;
- An Assistant Coordinator and other supporting staff appointed on a part time basis; and
- Counsellors to provide counselling and guidance to you in the course.

A Study Centre has following major functions:

**Tutorial/Counselling:** Tutorial/Counselling is an important aspect of Open University System. Face-to-face contact-cum counselling for courses will be provided at the Study Centres.

**Evaluation of Assignments:** The evaluation of your assignments will be done by the counsellors of your Study Centre. The evaluated assignments amount to 30% of the total marks you score in any theory course of the programme. The evaluated assignments will be returned to you at the Study Centre. There is no re-evaluation of assignments.



**Library:** Each Study Centre will have a small library having relevant course materials, reference books suggested for supplementary reading.

**Information and Advice:** You will be given relevant information about the courses offered by the University.

**Interaction with fellow-students:** In the Study Centres you will have an opportunity to interact with fellow students. This may lead to the formation of self help groups.

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## 7.0 EVALUATION

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- (1) The evaluation comprises three aspects:
- (2) Self-evaluation - check your progress and activity exercises (non-credit) within the study material.

Continuous evaluation - one compulsory assignment for each course with a weightage of 30%.  
Term-End Examination (TEE) – one for each course with a weightage of 70%.

In order to successfully complete a course, the learner must obtain at least ‘40%’ in the assignment and ‘40%’ in the TEE separately in each course.

The grading system depending on the percentage of marks secured by the candidates in Assignments and TEE is as follows:

Division	Qualitative Level	Percentage Equivalent
Ist Division with Distt. (If applicable)	Excellent	80% and above
Ist Division	Very Good	60% to 79.9%
IIInd Division	Good	50% to 59.9%
IIIrd Division	Satisfactory	40% to 49.9%
Failed	Unsatisfactory	Below 40%

**\*This programme followed by Numerical Marking System.**

A candidate of MAJDM programme is required to secure a minimum of 40% Marks in assignments/term-end examination in each. However, you need an overall (combined) 40% to successfully complete a course.

Students who do not qualify in the term-end examination of a particular year are allowed to take up the term-end examinations in that same course in the next four years.

### 7.1 Assignments

Fresh assignments are uploaded on IGNOU website for each course annually. Assignments constitute the continuous evaluation component of a course and working on the assignments is compulsory. There is one assignment for each theory course. You will have to submit the

assignments responses at the Study Centres. You will also have the option of submitting your assignment online. These will be evaluated by Academic Counsellors within a specified time to provide feedback to you.

You have to complete the assignments on time. You will not be allowed to appear for the term-end-examination for a course if you do not submit the specified assignments in time for that course. If you appear in the term-end examination without submitting the assignments, then the result of the term-end examination is liable to be withheld /cancelled.

The main purpose of assignments is to test your comprehension of the learning material you receive from us and also to help you get through the courses by providing feedback to you. The information given in the self-learning material should be sufficient for answering the assignments. Please do not worry about the non-availability of extra reading material for working on the assignments. However, if you have easy access to other learning resources, you may make use of them. But the assignments are designed in such a way to help you concentrate mainly on the printed course material and make use of your personal experience.

For the MAJDM programme of 72 credits there are a total of 11 Tutor Marked Assignments (TMAs) which are evaluated by the counsellors. Some of the assignments are knowledge based and some are application based. Assignments which are knowledge based will require you to write essay type answers. For answering applied types of assignments, you should apply the knowledge you have gained through a Unit/Block/Course. **In either case, the answers should be your own. You must not reproduce text material verbatim or copy the information from other sources.** However, you can make use of the material and information you have at your disposal in an innovative way. You can pick up ideas from whatever sources you may have. However, plan and use them in your own words when you write the answers to the assignments.

The following norms have to be strictly practised when you work on assignments:

- The answer should be precise, well documented and relevant to the question.
- Keep the word-limit of the answer in mind. A slight variation in length does not matter, but your answer should not be too short or too lengthy. Avoid discussing minor issues at great length. By setting a word-limit for some assignments, we mean to convey that a reasonably adequate response can be presented within the suggested word-limit.
- Assignments are uploaded on IGNOU website (<https://webservices.ignou.ac.in/assignments/>).
- The assignment responses should be complete in all respects. Before submission, you should ensure that you have answered all the questions in all assignments as incomplete answers bring poor grades.
- You must submit your assignments according to the schedule indicated in the assignments. The University/Coordinator of the Study Centre has the right to reject the assignments received after the due date. In case you get the assignments and study material late, the assignment responses should be submitted within one month of the date of the receipt of study material and assignment or within the due date given in the schedule whichever is later.
- For your own record, retain a copy of all the answers to assignments which you submit to the Coordinator of your Study Centre. If you do not get back the evaluated assignments

within a month of their submission, please try to get them from your Study Centre personally. This may help you to improve your answers for your future assignments.

- Maintain an account of all the corrected responses to assignments received by you after evaluation. This will help you to correspond with the University in case any problem arises in future.
- If you are unable to submit your assignments or are unable to score the minimum qualifying marks of 40, you have to download, attempt and submit the assignments meant for the next batch of students. Then you will have to submit it for subsequent sessions.
- In case you find that the score indicated in the assignment sheet of your assignments has not been correctly reflected in your grade card, you are advised to contact the Coordinator of your Study Centre with a request to forward correct authenticated award list (through respective Regional Centre) to the Registrar, Student Evaluation Division, IGNOU.
- Once you get the pass marks in an assignment you cannot re-submit it for improvement of marks. Assignments are not subject to re-evaluation except for factual errors, if any. The discrepancy noticed by you in the evaluated assignments should be brought to the notice of the Coordinator of your Study Centre.
- Do not enclose or express doubts for clarification, if any, along with the assignments.

**Instruction for Students regarding assignments submission**

- Write your Enrolment Number, Name, Full Address, Signature and Date on the top of right hand corner of the first page of your response sheet.
- Write the Programme Title, Course Code, Course Title, Assignment Code and Name of your Study Centre on the left hand of the first page of your response sheet. Course code and Assignment Code may be reproduced from the assignments.

The top of the first page of your response sheet for each assignment should thus look like the following:

PROGRAMME TITLE.....	ENROLMENT NO.....
PROGRAMME CODE.....	NAME.....
	ADDRESS.....
	.....
	.....
COURSE CODE.....	
COURSE TITLE.....	
ASSGINMENT CODE.....	SIGNATURE .....
STUDY CENTRE.....	DATE.....

- Read the assignments carefully and follow specific instructions, if any, given along with the assignments.
- Go through the units on which the assignment is based, note the points relating to the question, rearrange those points in a logical order and work out a rough outline to your answer. Give adequate attention to the introduction and the conclusion. In the introduction, you should give a brief interpretation of the question and how you propose to develop the answer. The conclusion should summarise your response to the question. Make sure that the answer is logical and coherent. The answer should be divided into appropriate paragraphs. The answer should be relevant to the question given in the assignment. Make

sure you have attempted all the main points of the question. Once you are satisfied with your answer, write down the final version neatly and underline the points you wish to emphasise.

- Use only A- 4 size paper for your response and tie all the pages carefully. Avoid using thin paper. Allow a 4 cm margin on the left side and at least a few lines between each answer. This may facilitate the evaluator to write useful comments on the margin at appropriate places.
- Write the responses to assignments in your handwriting. Do not print or type the answers.
- Do not copy from the response sheet of other students. If copying is noticed, the assignment of such a student will be rejected.
- Answers to each assignment should be written on a separate set of papers.
- Write the question number and the question before writing the answer.
- The completed assignment should be sent only to the Coordinator of the Study Centre allotted to you. **Do not** send it to the SED, IGNOU, New Delhi.
- After submitting the assignment at the Study Centre, get the acknowledgement from the Coordinator on the prescribed assignment remittance-cum-acknowledgement card. You may also be asked to submit your assignments online, for which appropriate guidelines shall be provided.
- The University sends study materials and assignments, wherever prescribed to the students by registered post and if a student does not receive the same for any reason whatsoever, the University shall not be held responsible for that.

## 7.2 Term-End Examination

As stated earlier, Term-End Examination is another component of the evaluation system. For MAJDM programmes the Term-end examination (TEE) carries 70% weightage in the final result (30% weightage is for assignments).

Term-end examinations are held twice in a year (June and December). You can appear for the Term End Examination after one year of study. Assignment and Projects can be submitted after completion of six months and before one year.

Dates and the venue of the examination will be intimated to you in time by the Registrar, Student Evaluation Division of the University.

To be eligible to appear at the Term-end Examination, you are required to fulfil the following conditions:

- All the required assignments have been submitted within the due dates.
- The fees have been fully paid.
- The examination form has been submitted in time (which is explained later).

**Examination date sheet** schedule which indicates the date and time of examination for each course is made available at IGNOU website [www.ignou.ac.in](http://www.ignou.ac.in) well in advance. Please download hall tickets from IGNOU website to appear in the examinations.

It is a prerequisite for you to submit the Examination Form for taking examinations in any course. The Examination Form is to be submitted online. The link for online submission of examination form shall be available on the University website.

The Schedule of submission of exam form is available at IGNOU website.

Control number will be given on submission of the examination form. The hall ticket will be uploaded on IGNOU website seven days before the commencement of examination. The University I-card and the valid Hall Ticket is required for appearing in the examination.

Your Study Centre is normally your examination centre, though the University may conduct the examination at any other centre. Change of examination centre is permissible in exceptional cases for which you have to make a request to: Registrar, SED, IGNOU, New Delhi-110068, at least one month before the commencement of the examination. The request received at the Headquarters thereafter will not be entertained. It is your responsibility to check whether you are registered for a particular course and whether you are eligible to appear for that examination or not. If you neglect this and take the examination without being eligible for it, your result will be cancelled.

The Regional Centre and Study Centre is the contact point for you. The University cannot send communication to all the students individually. All the important communication would be sent to the Coordinators of the Study Centres and Regional Directors and uploaded on University website.

The Coordinator will display a copy of such important circulars/notifications on the notice board of the Study Centre for the benefit of all the students. You are, therefore, advised to keep in touch with your Coordinator so that you get information in advance about assignments, submission of examination forms, and date sheets.

While communicating with the University regarding examination, please clearly write the name of the programme, enrolment number and your complete address. In the absence of such details, your problem may not be attended to. The University normally may require 45 days to intimate the result of a particular term-end examination. Once you receive your results and if you find that you have passed in that course, you need not appear for that course again.

Students may appear for one or more theory courses at a time. If you are unable to clear all the theory courses in the first attempt or do not wish to appear in all the subjects at a time, you can clear them in the subsequent examinations. You are free to appear for as many courses as you like at a time. **However, you must clear all the courses within 4 years of your admission.**

#### **Re-evaluation of Term end Examination:**

After the declaration of result. If the students are not satisfied with marks awarded. They can request the University to re-evaluate their Answer scripts on payment of Rs. 750/- per course. The request for re-evaluation by the student must be made online in the re-evaluation portal within one month from the date of declaration of the result.

#### **Obtaining Photocopy of Answer Scripts:**

After the declaration of result, if the students are not satisfied with the marks awarded, they can request the University for obtaining Photocopy of Answer Scripts on payment of Rs. 100/- per

course. The request for Obtaining Photocopy of Answer Scripts must be made online in the re-evaluation portal within 45 days from the date of declaration of result.

### **Duplicate Statement of Marks/ Grade Card:**

The learner can apply for obtaining duplicate Statement of Marks / Grade Card in case of loss /misplacement /damage by paying a sum of Rs. 200/- by way of a demand draft drawn in favour of IGNOU and payable at New Delhi. Format is available in the Annexure.

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## **8.0 OTHER USEFUL INFORMATION**

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You may find the following information useful for the programme.

### **8.1 Reservation**

The University provides reservation of seats for Scheduled Castes, Scheduled Tribes, War Widows, wards of Ex-Servicemen of Military/Paramilitary Forces and Physically Handicapped candidates as per the Government of India rules.

### **8.2 Scholarships and Reimbursement of Fee**

Reserved categories viz., Scheduled Castes, Scheduled Tribes and Physically Handicapped Students have to pay the fee at the time of admission to the University along with other students. Students belonging to these reserved categories (admitted to IGNOU) are eligible for Government of India scholarships. They may access the National Scholarship Portal or E-district portal of the concerned state.

### **8.3 Your account on the Student Portal**

Once your admission is confirmed, please visit <https://ignou.samarth.edu.in>, click New Registration, and create your own Student Account. After registering your account you will be able to avail various services offered by the University in one place. You can also download your Student Identity Card from your login.

### **8.4 Change or Correction of Address /Study Centre/Regional Centre**

You can submit your request for change/correction of address, change of Study Centre or Change of Regional Centre through your Student Account login. This process is completely paperless, and you can submit your request without visiting any office of the University.

### **8.5 Some Useful Hints**

- Please read the Programme Guide thoroughly and keep it handy. It contains most of the information you are likely to need during your perusal of the MAJDM programme.
- Please keep a record of all the information/letters/communication received from and sent to the University.
- Do write to us if you face any problem while working through the programme. Please write briefly and neatly for a quick redressal of your problem.
- In the case of change of address inform the relevant authorities well in advance.
- To get the best out of the programme, maintain a time-table for yourself and stick to it. Make the time-table realistic taking into account some unforeseen situations, such as illness, official work, social obligations etc.
- Be regular in your work and devote at least two hours of study every day.

- Use the prescribed forms appended in Annexure for different purposes to facilitate prompt action.

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## **9.0 SOME ESSENTIAL FORMS FOR YOUR USE**

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In this Section we are enclosing the sample of some forms which are useful to you. Whenever you have to correspond with the University, please get the photocopy of the relevant form, fill it carefully and sent as per instructions therein. The detailed instructions for all these forms are provided in this programme guide in different sections. Here is the link to important forms:  
<http://ignou.ac.in/ignou/studentzone/forms/2>

The following forms are enclosed:

1. Application form for Issue of Provisional Certificate
2. Obtaining Photocopy of the Answer Script – online submission
3. Early Declaration of Result of Term-End-Examination
4. Re-Evaluation of Answer Script – online submission
5. Application Form for Issue of Official Transcript
6. Obtaining Duplicate Grade Card/Marksheet
7. Non-Receipt of Study Material & Assignments
8. Application Form for Issue of Migration Certificate
9. Improvement in Division/Class

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## **WHOM TO CONTACT FOR WHAT?**

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- For identity card, fee receipt, change of address, bonafide certificates, migration certificate, scholarship forms, non-receipt of study material and assignments contact the concerned Regional Centre.
- For assignments, you can download the same from IGNOU website: [www.ignou.ac.in](http://www.ignou.ac.in). or go to link <https://webservices.ignou.ac.in/assignments/>
- For non-reflection of assignment grades/marks in your grade card, contact the Regional Director of the concerned Regional Centre and Assistant Registrar (Assignments), Student Evaluation Division (SED), Block -3, Room No. 7, IGNOU, Maidan Garhi, New Delhi-110068, (email: [assignments@ignou.ac.in](mailto:assignments@ignou.ac.in); Phone: Extn.1312/1319/1307).
- For queries relating to examinations, date sheets, hall ticket, contact AR, Exam-II. For result, early declaration of results, reevaluation, transcripts, grade card, provisional certificate you can contact Dy. Registrar(Examination-III) , SED, Block-12, Room No. 1, IGNOU, Maidan Garhi, New Delhi-110068 (Phone:/ Extn. 2201, 2208).
- For Original Diploma/Verification of Diploma, Convocation, contact the AR (Exam-I) SED, IGNOU, Block-9, Maidan Garhi, New Delhi-110068.
- For student grievances there is an online portal where you can voice your concern (link: <http://igram.ignou.ac.in/>) or contact the Student Grievances Cell, SED, Block-6, Room No. 14, IGNOU, Maidan Garhi, New Delhi -110068
- For the Schedules of counselling, feedback on assignment responses contact the Coordinator/ Programme In-charge of the concerned Programme Study Centre.

### **List of LSCs Activated for M.A. in Journalism and Digital Media (MAJDM) Programme**

**For the study centre's please go through the following link:**

<https://ignouadmission.samarth.edu.in/index.php/site/programme-detail?id=b8c24f99cb506e3af122bb8cf3bab790f401ec0109fa68447d554dfbd26ae9a61756>

**Admission website:** <https://ignouadmission.samarth.edu.in>

**IGNOU Website:** [www.ignou.ac.in](http://www.ignou.ac.in)