Dear Learner,

You must submit one Assignment in each EIGHT theory courses of the BAJDM/BAFJDM programme. The last date of the submission is given against each Assignment. Please note that you have to submit these assignments to the **Coordinator of your Study Centre** within the stipulated time to be 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 and retain a **receipt from the Study Centre** for the assignments submitted. It would be advisable to retain a photocopy of the assignments with you.

After evaluation, the Centre will send the marks obtained by you to SED at IGNOU, New Delhi.

Guidelines for doing Assignments

Attempt all questions given in each of the assignments 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 counselling 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.

Organisation: 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,

Prof. K. S. Arul Selvan, Prof. Shikha Rai & Dr. Amit Kumar
Programme Coordinators – BAJDM / BAFJDM
SOJNMS, IGNOU, New Delhi
bajdm@ignou.ac.in

BNM 021: INTRODUCTION TO JOURNALISM AND DIGITAL MEDIA

Assignment -1

Due Date: 31st March for TEE June and 30th September for TEE December.

Please check the website for the latest update on due date.

Assignment Code: BNM-021
January 2026 / July 2026

Maximum Marks: 100
Weightage: 30%

Note: *Answer all the questions. All questions carry equal marks (20 each).*

1. Explain the communication process and briefly discuss any two barriers to effective communication with suitable examples.

2. What is digital media? Discuss any four key features of digital media and explain how it differs from traditional media.

3. Explain the role of journalism as the Fourth Estate in a democratic society. Mention any two challenges faced by journalism in the digital age.

4. What is participatory culture? Explain how digital media encourages public participation with suitable examples.

5. Define digital inequality. Briefly explain how a lack of access and skills leads to digital marginalisation in society.