

BACHELOR DEGREE IN JOURNALISM AND DIGITAL MEDIA (BAJDM/BAFJDM)

Assignment: 2025-2026

Course Codes

**BNM021, BNM022,
BNM023, BNM024,
BNM025, BNM026
BNM027, BNM028
BNM029 & BNM030**

Last Date of Submission of Assignments to the Study Centre

For December TEE - September 30, 2025

For June TEE - March 31, 2025



**School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi - 110 068**

Dear Learner,

You must submit one Assignment in each of the eight theory course of the First Year BAJDM programme. The last date of 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 helpful 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 the 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 selecting 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, Dr. Shikha Rai & Dr. Amit Kumar
Programme Coordinators -
BAJDM SOJNMS, IGNOU,
New Delhi
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BNM-028: Digital Media Literacy

Assignment 01

31st March 2025 / 30th September 2025

(Due Date: Please check the website for the latest update on the due date)

Assignment Code: BNM-028/Jan25/July 25

Maximum Marks: 100

Note: Answer all FIVE questions. All questions carry equal marks.

1. Describe the transition of communication patterns from traditional mass media to digital media. Use examples from print, broadcast, and new media technologies to highlight key shifts. (500 words | 20 marks)
2. Select a news article from a prominent digital platform and critically analyse how the medium (e.g., text, video, or audio) influences the delivery of the message. (500 words | 20 marks)
3. Analyse the role of information literacy in the digital age. Highlight its importance in navigating misinformation and acquiring credible information online. (500 words | 20 marks)
4. Answer any two of the following questions: (250 words | 10 marks each)
 - a. Write a short article analysing the role of interactive multimedia tools in modern education. Include examples of tools like Prezi, Canva, or Kahoot.
 - b. Explain the concept of alternative media and discuss how digital media platforms promote alternative narratives.
 - c. Describe how storytelling techniques differ across film genres in the digital streaming era.
5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)
 - A. Role of Infographics in Digital Media Literacy
 - B. Characteristics of User-Generated Content
 - C. Importance of Digital Citizenship
 - D. Differences Between Traditional and Digital Advertising
 - E. The Concept of Fake News and Its Impact
 - F. Interactive Multimedia Tools for Social Change
 - G. Ethical Issues in Information Processing
 - H. The Importance of Media Regulation in Digital Advertising
 - I. The Role of Platforms like YouTube in Promoting Alternative Media
 - J. Data Privacy Concerns in the Context of Targeted Advertising