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
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BNM028: DIGITAL MEDIA LITERACY

Assignment - 8

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-028
January 2026 / July 2026

Maximum Marks: 100
Weightage: 30%

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

1. What is Digital Media Literacy? Explain why it is important for media users in the contemporary digital society.

2. Explain how traditional media differ from digital media. Discuss any two major changes brought by digital technologies in media communication.

3. What are the major challenges and risks in the digital world? Briefly explain issues related to misinformation, privacy, or cybersecurity.

4. Define information literacy. Explain how information literacy skills help learners in digital and online learning environments.

5. What is advertising literacy? Discuss how understanding target audiences and advertising techniques helps users critically interpret advertisements.