

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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BNM 040: SOCIAL MEDIA AND SOCIETY

Assignment - 18

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-040
January 2026 / July 2026**

Maximum Marks: 100

Weightage: 30%

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

1. Maintain a seven-day personal social media usage diary and analyse how your platform use reflects Indian cultural, linguistic, or regional diversity. Write your observations in a report format.
2. Select a news event you first encountered on social media and trace its communication flow across platforms, analysing how this experience demonstrates shifts from traditional to participatory communication models.
3. Observe your social media feed for one week and critically examine how algorithms influence content visibility, repetition, and diversity, using specific examples to relate personal experiences.
4. Conduct a self-audit of your social media profile(s) and critically analyse how identity, self-presentation, and social approval are consciously constructed.
5. Analyse one social media-based activism or political campaign you personally observed, evaluating participation patterns, content strategies, and ethical concerns.