



ASSIGNMENTS

P. G. DIPLOMA IN DEVELOPMENT COMMUNICATION (PGDDC)

&

M. A. IN DEVELOPMENT JOURNALISM (MADJ)

JANUARY 2025 and JULY 2025 Cycle

SCHOOL OF JOURNALISM AND NEW MEDIA STUDIES
INDIRA GANDHI NATIONAL OPEN UNIVERSITY MAIDAN
GARHI, NEW DELHI-110068

Dear Learner,

We have explained in the Programme Guide that you need to submit one Assignment in each course (MDC-001, MDC-002, MDC-003, MDC-004, MDC-005 and MDC-006 for PGDDC & MADJ first year and MDJ-001, MDJ-002, MDJ-003 MDCE-006, MRDE-203 and MGSE-010 for MADJ 2nd year). Before attempting the assignments, please read the detailed instructions provided in the Programme Guide carefully.

The last date of the submission is given against each of the assignments. Please note that you have to submit these assignments to the Coordinator of your Study Centre within the stipulated time for being eligible to appear in the term-end examination.

You must mention your Enrolment Number, Name, Address, Assignment Code and Study Centre Code on the Assignment's first page. You must obtain a receipt from the Study Centre for the assignments submitted and retain them. It would be advisable to retain a photocopy of the assignments with you.

After evaluation, the assignments have to be returned to you by the Study Centre. Please insist on this and keep a record with you. The marks obtained by you will be sent by the Study Centre 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. Please go through the units on which they are based. Make some points regarding each question and then rearrange them in a logical order.

Organization: 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

- 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,

Dr. Ramesh Yadav
Programme Coordinator
rameshyadav@ignou.ac.in



Format for Cover Page

Enrolment Number.....

Name.....

Address.....

Programme Code.....

Course Title

Course Code.....

Assignment Code.....

Study Centre Code

Address.....

Mobile No.....

Email :.....

Date.....

Signature

MDC-006

Media and Communication Theories

Tutor Marked Assignment (TMA)

Programme Code: PGDDC / MADJ

Course Code: MDC-006

Assignment Code: MDC-006/Jan 2025- July 25

(Due Date: March 31 / September 30 every year)

Maximum Marks: 100

Weightage: 30%

Note: Answer all the questions; All question carry equal marks. (Answer each question in 500 Words).

1. What are the key assumptions of Cultivation Theory, and how does it explain the impact of media on audience perceptions of reality?
2. How do Marxist theories analyze media as an instrument of ideology and class domination in society?
3. What are the main components of Selectivity Theories, and how do they influence how audiences interpret media content?
4. How can the intersection of media and society theories provide a holistic understanding of the media's role in shaping modern culture and politics?
5. How do sociological and psychological theories together contribute to a better understanding of media effects on individuals and society?