

**POST GRADUATE DIPLOMA  
IN  
AUDIO PROGRAMME PRODUCTION  
PGDAPP**

**ASSIGNMENTS  
JANUARY AND JULY 2026 CYCLE**

**MJM-001**

**MJM-002**

**MJM-003**

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

## PGDAPP ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (MJM-001, MJM-002, MJM-003). Before attempting the assignments, please read the detailed instructions provided in the Programme Guide carefully.

You need to submit these assignments, to be eligible to attempt your Term End Examinations in June or December 2026. These assignment questions aim to bridge theoretical concepts with practical applications in the actual working context, encouraging you to apply your knowledge to real-world scenarios.

The last date of the submission is given against each of the assignments. Please note that you have to **submit these assignments to the Program Coordinator** within the stipulated time for being eligible to appear in the Term-End Examinations in the respective Course.

**Please send your Hand Written Assignments, by Post to:**

**Dr. Padmini Jain, Program Coordinator, PGDAPP, School of Journalism and New Media Studies, IGNOU, New Delhi- 110068**

You must mention your Enrolment Number, Name, Address, Assignment Code and Study Centre Code on the first page of the Assignment. It would be advisable to retain a photocopy of the assignments with you. After evaluation, the marks obtained by you will be sent by the Centre to SED at IGNOU, New Delhi.

### Guidelines for writing the Assignments

Attempt all questions given in each assignment as instructed.

These practical Assignment tasks will encourage you to apply your theoretical knowledge in real-world scenarios and enhance your skills in audio program production. These assignments aim to allow you to apply your knowledge of recording, mixing, and editing in diverse audio production scenarios, specifically within the Indian context.

You may find it useful to keep the following points in mind:

- **Planning:** First read the study material carefully, attend Teleconferencing Sessions and Interactive Radio Counseling 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.
- **Organising:** 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. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,  
Dr. Padmini Jain  
Programme Coordinator  
Email: padminijain@ignou.ac.in

Course Code: MJM-001  
Due Date: March 31, 2026 – Jan cycle & Sept.30, 2026 – July cycle  
Assignment Code: MJM-001/Jan/July 2026  
Total Marks: 100  
Weightage: 30% weightage in the final result

**Note:**

Answer all the questions.  
Each Question carries equal marks. (20 each)  
Write each answer in about 400 words  
Try to include real life examples from around you, in your answers.

**Questions:**

**1. Radio: A Medium of Mass Communication**

Discuss the unique characteristics of radio as a medium of mass communication. Provide examples of how radio has been effectively used in India for mass awareness campaigns.  
(20 marks)

**2. Developmental Broadcasting**

Select a developmental radio program in India (e.g., programs on health, education, or agriculture). Critically evaluate its objectives, content, and impact on the target audience.  
(20 marks)

**3. Interactive Programmes**

Design a concept for an interactive radio program focusing on youth issues (e.g., career guidance or mental health). Explain how audience participation will be encouraged and managed.  
(20 marks)

**4. Audience Research**

Conduct a hypothetical audience research study for a new radio program aimed at rural listeners. Outline your research methodology and how you would use the findings to improve program content.  
(20 marks)

**5. Marketing Strategies for Radio**

Discuss innovative marketing strategies used by FM radio stations to attract advertisers and retain audiences in a competitive market. Provide examples from popular Indian FM channels.  
(20 marks)

---