

**M.A. in Journalism and Mass Communication (MAJMC) /  
M.A. in Journalism and Mass Communication (MAJMCOL)  
And  
Post Graduate Diploma in Journalism Mass Communication (PGJMC) /  
Post Graduate Diploma in Journalism Mass Communication (PGJMCOL)**

**(MAJMC/MAJMCOL & PGJMC/PGJMCOL – 1<sup>st</sup> Year)**

**ASSIGNMENTS**  
**January 2026 and July 2026 Sessions**

**MJM-020/120**

**MJM-021**

**MJM-022**

**MJM-023**

**MJM-024/124**

**MJM-025**



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

## MAJMC/MAJMCOL & PGJMC/PGJMCOL – 1<sup>st</sup> YEAR ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment in each of the eight courses. 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 assignment. 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 first page of the Assignment. You must obtain a **receipt from the Study Centre** for the assignments submitted and retain it. 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 Centre to SED at IGNOU, New Delhi.

### **Guidelines for doing Assignments**

Attempt all questions given in each of the assignment 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 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.

**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
- 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,

Dr. Shikha Rai  
Programme Coordinator, PGJMC and MAJMC-I  
[shikharai@ignou.ac.in](mailto:shikharai@ignou.ac.in)

# **MJM-020/120: Introduction to Journalism and Mass Communication**

## **Assignment 01**

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

**Assignment Code: MJM-020/120**

**January 2026/ July 2026**

Maximum Marks: 100

Weightage: 30%

---

*Note: Answer all the questions. All questions carry equal marks = 20 each  
Attempt each question in about 500 words*

---

1. Examine the applicability of Westley and Maclean's Model of Communication in the context of today's modern social media algorithms. Describe how the "gatekeeper" function within their model has transitioned from being performed by human editors to being performed by artificial intelligence (AI) driven feed systems. Is the model still viable for explaining the manner in which today's audiences receive information, or is an entirely different model necessary?
2. Choose a recent viral trend or example of "Cancel Culture". Analyze it using the "Spiral of Silence" theory with respect to public opinion and the fear of becoming isolated. Discuss whether social media platforms enhance or diminish the fear of isolation described in the Spiral of Silence theory and whether they provide a platform for marginalized voices to express themselves.
3. "Media pluralism is essential for a democratic society." Discuss the present trends in Cross-Media Ownership in India as they relate to this statement. Define cross-media ownership utilizing examples and describe how the consolidation of print, broadcast and digital media under one corporate umbrella negatively affect the variety of news coverage and editorial freedom.
4. Compare the Dominant Paradigm of development with the Participatory Paradigm in relation to a recent Indian government program. Evaluate the methods in which the government employed development support communication (DSC) strategies. Determine if the communication was conducted in a top-down fashion or if it actively involved members of the community at the grass roots level.
5. Describe Integrated Marketing Communications (IMC), and explain how IMC is different than the traditional promotion mix. Describe how brands are now using social media and influencer marketing to communicate with their customers, in addition to TV advertising, print ads, etc. What is one example of a recent campaign where all channels were used together to create a consistent message?