

## PGDIDM/PGDIDMOL and First Year MAJDM/MAJDMOL ASSIGNMENTS

Dear Learner,

As the Programme Guide explains, you must submit one assignment for each theory course. Before attempting the assignments, please read the detailed instructions in the Programme Guide.

The submission deadline is provided for 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. *The PGDIDMOL and MAJDMOL students need to submit their assignments through LMS.*

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 **Study Centre** receipt for the submitted assignments. It would be advisable to maintain 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 of it**. The Centre will send your marks 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 helpful 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 the Study Centre/Regional Centre, and then read the assignments carefully. Go through the units on which they are based. Make points for each question, then rearrange them logically.

**Organisation:** Draw a rough outline of your answer. Be analytical in selecting the information for your answer. Give adequate attention to the introduction and the conclusion. Make sure that the answer:

1. is logical and coherent;
2. has a proper flow of information in sentences and paragraphs; and
3. 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, neatly separating each answer.

With best wishes,

Prof. K. S. Arul Selvan  
Programme Coordinator,  
MAJDM/MAJDMOL & PGDIDM/PGDIDMOL  
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# MJM-021: REPORTING TECHNIQUES

September 2026 / March 2027

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

**Assignment Code: MJM-021**  
**January 2026 & July 2026**

Maximum Marks: 100  
Weightage: 30%

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

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1. Identify one Indian news story that uses data, charts, or infographics. Explain how data was used to present the story. List the visible data sources or tools mentioned and briefly note one difficulty in understanding or interpreting the data.
2. Select one recent environmental issue reported in the Indian media. Analyse how journalists explained the issue, the sources quoted, and the visuals used. Briefly discuss how such reporting helps create public awareness or influences environmental policy discussions.
3. Find one news report based on citizen-generated photos, videos, or social media posts. Explain how this content shaped the news story. Identify one benefit and one limitation of citizen journalism, and state the journalist's role in verifying such content.
4. Choose a recent crime news story covered by at least two Indian media outlets. Compare how each outlet reported the case. Discuss issues of privacy, sensationalism, victim representation, or ethical responsibility using specific examples.
5. Select one news event covered by a traditional newspaper or TV channel and a digital-native or OTT news platform. Compare storytelling style, presentation, and audience engagement. Explain how digital platforms have changed reporting techniques.