

## 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,  
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## **MJM-023: BROADCAST & ONLINE JOURNALISM**

**September 2026 / March 2027**

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

**Assignment Code: MJM-023**  
**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. Visit one Indian online news portal. Identify how videos, infographics, social media posts, or interactive features are used in any one news story. Explain how these elements help in storytelling and audience engagement.
2. Select a breaking news event covered by both a radio news bulletin and a digital news platform. Compare how each presents the news in terms of speed, language, detail, and use of sound or visuals. Explain how the medium shapes audience experience.
3. Write a 300–400-word online news story on a current public interest issue. Use a suitable headline, subheadings, hyperlinks, and multimedia cues.
4. Watch a recorded Indian television news bulletin or current affairs programme. Describe its structure, anchor presentation, language, and use of visuals. Explain how the programme engages viewers and suggest two improvements.
5. Observe how news circulates on the social media platforms you use. Analyse how speed, verification, and misinformation affect news quality. Briefly discuss the ethical responsibility of journalists and news organisations while using social media.