

**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 – 1st 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 – 1st 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

MJM-024/124: MEDIA AND SOCIETY
Assignment 05

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

Assignment Code: MJM-024/124
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. Pick a controversial news the past six months (a political debate, social protest, or policy decision) and compare it was covered by a mainstream commercial news outlet and a public service broadcaster (DD News / All India Radio). Explain how the economic imperatives (profit/TRP) were reflected in the way they framed their stories.
2. Use the concepts of Stereotype and Archetype to analyze and critique the representation of Senior Citizens ('Elderly') or Persons with Disabilities in Indian television commercials or movies. Is the representation empowering and/or does it reflect an agency, or does it emphasize dependency and pity?
3. Discuss why Community Radio is important to providing Alternative Media in rural India. Provide a case study of a Community Radio Station (for example, Sangham Radio, Radio Bundelkhand, or one near you), and how this radio station empowers local communities to produce their own media.
4. Media can serve two purposes in the area of development: as a watchdog and as a partner. Discuss how media can be used to promote the Sustainable Development Goals (SDGs). How can media in India progress from event reporting (reporting a disaster) to process reporting (reporting on the long-term changes and processes), so that it can become a more effective partner ins achieving the SDGs?
5. Examine critically the concept of Media Imperialism as it relates to the algorithms of Social Media Platforms (Facebook, Instagram and X). Are social media platforms building a global village of shared ideas and values, or are they imposing Western values and worldviews on Indians? Consider this in terms of the flow of information (Center to Periphery vs. Multi-directional flow).