

**Post Graduate Diploma in Journalism Mass Communication  
And  
M.A. in Journalism and Mass Communication - I**

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

**ASSIGNMENTS  
January 2025 and July 2025 Cycle**

**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**

## PGJMC / MAJMC 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 025: Media Ethics and Laws**

### **Assignment 06**

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

**Assignment Code: MJM-025/ Jan.2025/ July2025 Cycle**

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. Choose a recent political advertisement that has sparked debate regarding ethical concerns. Analyze the ad using ethical frameworks such as truthfulness, fairness, and social responsibility. Discuss its potential impact on public opinion, political discourse, and democratic values.
2. Explore the role of the Right to Information (RTI) Act in investigative journalism in India. Select a case where RTI disclosures led to significant public revelations. Assess the effectiveness of RTI in holding power accountable and the challenges faced by journalists and activists in accessing information.
3. Investigate a recent case where a media organization faced backlash for publishing misleading or false information. Analyze how the organization responded, whether self-regulation measures were effective, and what lessons can be learned for responsible journalism in the digital age.
4. Analyze the case of news articles being used to train AI without the publisher's permission in the context of evolving copyright laws, digital piracy, and fair use. Discuss possible legal reforms or industry adaptations to protect both creators and consumers.
5. Monitor TV, newspapers, or social media for three advertisements that seem misleading, exaggerated, or deceptive. Compare them with advertising ethics and ASCI guidelines. Write a report analyzing how these ads violate ethical principles and suggest how they could be made more truthful.