

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
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MAJDM/MAJDMOL & PGDIDM/PGDIDMOL
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MJM 025: MEDIA ETHICS AND LAWS

September 2026 / March 2027

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

Assignment Code: MJM025
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. Select one recent political campaign message, speech, advertisement, or media coverage in India. Analyse it using any two ethical principles, such as transparency, public interest, or social responsibility. Briefly explain how it affects democratic debate.
2. Identify a news report where journalists used the RTI Act. Explain how RTI helped in information gathering. Briefly discuss one limitation or risk journalists face while using RTI in the present political or administrative context.
3. Find a recent media report criticised for ethical lapses. Identify the ethical issue involved and examine how editorial guidelines, self-regulatory bodies, or internal mechanisms responded to it. Briefly comment on whether self-regulation was effective.
4. Observe how digital content (text, images, or videos) is used in AI tools or platforms. Identify one ethical or legal concern related to copyright, consent, or ownership. Suggest one measure to protect creators' rights while allowing innovation.
5. Identify one controversial advertisement from television, print, or digital media. Analyse it using basic advertising ethics or regulatory guidelines discussed in the course. Suggest one practical step to promote ethical advertising practices.