

**MASTERS OF ARTS
IN
JOURNALISM AND MASS COMMUNICATION
(SECOND YEAR)
(MAJMC II)**

ASSIGNMENTS

January 2025 and July 2025 Cycle

MJM 026/126

MJM 027

MJM 028

MJM 029

MJM 030/130

MJM 031

**SCHOOL OF JOURNALISM & NEW MEDIA STUDIES
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI-110068**

MAJMC - II ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment for each Course (MJM 026/126, 027, 028, 029, 030/130 and MJM 031). 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 assignments. 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 Examinations in the respective Course. 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 writing the Assignments

Attempt all questions given in each assignment as instructed.

You may 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.
- **Organising:** 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. has a proper flow of information in sentences and paragraphs; and is logical and coherent; Make sure that the answer is written correctly giving adequate consideration to your expression, style and presentation.
- **Presenting:** Once you are satisfied with your answer, you can write down the final version for submission, writing each answer neatly.

With best wishes,

Dr. Amit Kumar
Programme Coordinator
Email: amitkumar@ignou.ac.in

M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2025 and July 2025 Cycle)

M.A. (JOURNALISM AND MASS COMMUNICATION) - II

Assignments

(January 2025 and July 2025)

MJM-029: ADVERTISING AND PUBLIC RELATIONS

Course Code: MJM-029

Due Date: 31st March for TEE June and 30th September for TEE December. Please check the website for the latest update on the due date.

Assignment Code: MJM-029/Jan25/Jul25

Maximum Marks: 100

Weightage: 30%

***Note: Answer all the questions. All questions carry equal marks = 20 each
Attempt each question in about 600 words***

1. Select a recent Indian advertisement and identify the advertising appeals used (emotional, rational, or others). Analyse the effectiveness of these appeals using the AIDA model.
2. Choose a well-known Indian FMCG brand (e.g., Amul, Tata, Patanjali, etc.) and evaluate its brand positioning strategy. How does the brand differentiate itself from its competitors? Use relevant theories from the syllabus to support your analysis.
3. Study a PR campaign conducted by a state or central government in India. Analyze its objectives, tools used, and impact on the public. Provide recommendations for improvement.
4. Choose a consumer product and propose a media plan for its advertising campaign. Justify your choice of media (TV, digital, outdoor, etc.) based on the product's target audience and budget considerations.
5. The Swachhta recent public awareness campaign in India had the theme, "Swabhav Swachhata, Sanskaar Swachhata," in 2024. Analyze this campaign's objectives, target audience, and media strategy. Suggest improvements based on advertising research principles.