

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

(PGJMC / MAJMC – 1st 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
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MJM-020/120: Introduction to Journalism and Mass Communication

Assignment 01

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

Assignment Code: MJM-020/120/ Jan.2025/ July2025 Cycle

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. Analyze how political affiliation or ideological bias has influenced the coverage of a recent major political event in India. Compare the narratives presented by two different media houses and discuss how their reporting aligns with or deviates from journalistic principles.
2. Advertisers use various emotional and rational appeals to connect with consumers. Select an advertisement that effectively uses a specific advertising appeal and analyze how it influences consumer perception and brand recall. Compare its effectiveness with another ad that employs a different appeal.
3. With the increasing influence of digital media, misinformation and fake news have become significant concerns. Choose a recent instance where misinformation spread widely in India. Critically examine how digital platforms handled the situation and assess the effectiveness of fact-checking mechanisms in controlling the spread of false information.
4. Discuss a recent controversy in India where a book, film, or online content faced censorship. Examine the reasons behind the censorship, the legal and ethical considerations involved, and the broader implications for freedom of expression in India.
5. Choose a recent Indian news story or media portrayal that focuses on a marginalized community. Critically analyze the representation of this community, assessing whether the media coverage was fair, stereotypical, or progressive in its approach.