

**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  
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**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/ 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. Watch a news broadcast or read a newspaper article and break it down using the core concepts of media literacy. Identify how the message is constructed, whether it embeds values, and how different people might interpret it differently. Write an analysis explaining your findings with examples.
2. Identify two posters, advertisements, or hoardings in your locality that promote a government or NGO-led development initiative (e.g., health awareness, education, sanitation). Analyze how these messages are framed and write a report discussing the effectiveness of these messages.
3. Select two news reports (one from a newspaper and one from a TV channel or online portal) covering the same environmental issue. Compare how they present the issue, the sources they cite, and whether they frame it as a crisis, policy issue, or scientific matter. Write a comparative analysis discussing media responsibility in shaping environmental awareness.
4. Watch or listen to a community radio broadcast, documentary, or independent news portal covering human rights issues. Analyze how alternative media differs from mainstream media in its approach to reporting human rights concerns. Write a review discussing the effectiveness of alternative media in highlighting marginalized voices.
5. Identify a local issue that has not been covered by mainstream media. Document the issue through photos, videos, or interviews and create a short citizen journalism report in the form of a blog post or short news article.