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,

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Prof. K. S. Arul Selvan
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MNM-011: UNDERSTANDING DIGITAL MEDIA

September 2026 / March 2027

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

Assignment Code: MNM-011
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. Observe digital access and use in your home, workplace, or neighbourhood. Identify two non-access barriers (such as skills, language, or affordability). Briefly relate your observations to any one concept of digital inequality, with Indian examples.

2. Read a news report on a recent cybercrime or online fraud in India. Identify one objective of India's Cyber Security Policy relevant to this case. Explain whether the policy provisions appear adequate from a citizen or user perspective.

3. Use any Indian digital service (such as an online portal, chatbot, or automated system). Describe your experience and identify one ethical or administrative concern related to data use, transparency, or errors in decision-making.

4. Select one viral message, video, or news item from social media or messaging apps. Check its accuracy using reliable sources. Explain what media literacy skills helped you evaluate the content and avoid misinformation.

5. Choose a newspaper, TV channel, or news website you regularly follow. Compare how it presents news on traditional and digital platforms. Explain one major change in content style, audience interaction, or news delivery.