

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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MNM-013: MEDIA, INFORMATION AND EMPOWERMENT

September 2026 / March 2027

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

Assignment Code: MNM-013
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 how any current social or political issue is presented across two media platforms you regularly use. Identify one media influence concept and explain how changing digital consumption patterns affect the relationship between media producers and audiences.
2. Using your own media use experience, explain how Media and Information Literacy helps people evaluate news and online content. Briefly discuss how MIL supports responsible digital participation and reduces misinformation, especially in developing countries like India.
3. Select one Indian media regulation or policy discussed in the course. Compare it with a media regulation practice from another country using a textbook or secondary sources. Briefly analyse how such regulations affect access to information, content diversity, and press freedom.
4. Identify one example where digital or social media has been used to address a social issue in India. Explain how technology supported communication for development and empowered communities or individuals, based on news reports or course materials.
5. Reflect on how you or learners around you use media for education. Explain how traditional or digital media support learning and discuss one way media can help reduce educational inequalities or expand access to knowledge.