

**PG DIPLOMA IN DIGITAL MEDIA  
(PGDIDM / PGDIDMOL)  
MA IN JOURNALISM AND DIGITAL MEDIA  
(MAJDM / MAJDMOL)**

**ASSIGNMENTS**

**January 2025 & July 2025 Session**

**MNM011  
MJM021  
MNM003  
MJM023  
MNM013  
MNM014  
MJM025**

**For PGDIDM (Old) - MNM012 & MNM015**



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

## 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 last date of submission is given 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 with you**. The Centre will send the marks you obtained 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 some points regarding each question and then rearrange them logically.

**Organisation:** 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, neatly separating each answer.

With best wishes,

Prof. K S Arul Selvan  
Programme Coordinator, MAJDM  
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# MNM-013: MEDIA, INFORMATION AND EMPOWERMENT

**September 2025 / March 2026**

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

**Assignment Code:  
MNM-013/Jan&July25**

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. Critically analyse the relationship between media and society by discussing key theories of media influence. How do different audience groups interact with media content in contemporary digital spaces?
2. Examine the role of Media and Information Literacy (MIL) in fostering an informed citizenry. How can MIL empower individuals in developing countries to combat misinformation and navigate digital inequalities?
3. Critically assess how media policies influence content diversity and audience access to information. Compare national media policies with international regulatory frameworks and discuss their implications on press freedom and democratic participation.
4. Examine the role of digital and social media in development communication. How have emerging technologies transformed traditional development communication models, particularly in rural and underprivileged communities? Give suitable case studies to support your analysis.
5. Assess the role of media in shaping education. How do different forms of media contribute to or challenge traditional education systems? Discuss the potential of media-driven education in bridging educational inequalities.