

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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MAJDM/MAJDMOL & PGDIDM/PGDIDMOL
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MNM-014: CONTEMPORARY SCENARIO OF DIGITAL MEDIA

September 2026 / March 2027

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

Assignment Code:
MNM-014
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 you use digital media in daily life for news, communication, or participation. Explain how digital platforms, mobile phones, or networks reflect features of the Information Society in contemporary India.
2. Identify one digital initiative (government, private, or community-based) that supports women in India. Explain how ICTs help women access information, skills, or income opportunities, using examples from news or course materials.
3. Select one digital platform used by the Indian diaspora. Explain how it helps maintain cultural identity, social connections, or professional networks. Use examples from online content, personal observation, or secondary sources.
4. Observe any recent example of misinformation, deepfakes, surveillance, or data misuse. Identify the ethical issue involved and suggest one responsible measure that media organisations, technology companies, or policymakers can take.
5. Select one Indian cyber law or regulation discussed in the course. Compare it briefly with a cyber practice from another country. Explain one lesson India can learn to improve cyber security or digital rights protection.