

MAJDM/MAJDMOL (2nd Year) 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 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
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MNM030: THEORISING DIGITAL MEDIA

September 2026 / March 2027

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

Assignment Code: MNM030

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. Select one message or news story you encountered on two or more digital platforms. Analyse how the content and audience engagement strategies differ across platforms.
2. Observe two online interactions: one in real time (chat, video call) and one delayed (email, comments). Compare their features and explain how synchronous and asynchronous communication are used in mass and interpersonal communication today.
3. Identify one digital network you regularly participate in social media group, online community, or platform. Explain how networked communication influences relationships, information sharing, or social organisation, using ideas related to the network society discussed in the course.
4. Choose one example of memes, influencers, fan communities, or short-form videos. Analyse how digital media platforms shape popular culture and reflect social values, trends, or identities in contemporary society.
5. Identify one example of how digital platforms use data. Explain how big data supports media communication and discuss one social, ethical, or political concern related to its use.