

MA IN JOURNALISM AND DIGITAL MEDIA (MAJDM)

Second-Year ASSIGNMENTS

January & July 2025 Session

**MNM030
MNM031
MNM032
MNM033
MNM034
MNM035
MNM036**



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

MAJDM ASSIGNMENTS

Dear Learner,

As the Programme Guide explains, you must submit one assignment for each SEVEN 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.

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
ksarul@ignou.ac.in / 9319922711

MNM 030: THEORISING DIGITAL MEDIA

September 2025 / March 2026

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

Assignment Code: MNM030/Jan&July25

Maximum Marks: 100

Note: Answer all the questions. All questions carry equal marks = 20 each.
Attempt each question in about 500 words.

1. How has digital media changed how we communicate today? Consider the multi-platform use, online networks, and collaboration platforms for your answers. Share examples from India.
2. How do power and ideology affect digital communication? Consider how ideas like nationalism or consumerism appear online. How do ownership and technology shape what we see and share?
3. How do online platforms shape identity and pop culture? Particularly in the broad categories like memes, influencers, and digital trends. How do people express themselves and build communities online?
4. What is posthumanism, and how is it changing digital media? Briefly explain posthumanism. How are AI and machines changing who creates content and how media works?
5. Why is data important in digital media, and what are the ethical concerns? How is data used in digital communication? What issues do we face around privacy, surveillance, and ethics?