

# **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](mailto:ksarul@ignou.ac.in) / 9319922711

# **MNM 031: INTERNET RESEARCH METHODS**

**September 2025 / March 2026**

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

**Assignment Code: MNM031/Jan&July25**

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. Critically discuss the evolution of internet research traditions and relevance to contemporary media research. How do these traditions influence the framing of research problems and selection of research methods?
2. In the context of digital media environments, explain the challenges of identifying research problems and sourcing reliable data. How do digital affordances and algorithmic filters affect the research process? Illustrate with examples.
3. Compare and contrast online ethnography and narrative analysis as qualitative internet research methods. Discuss their methodological procedures, strengths, and limitations with appropriate case references.
4. What is the role of social network analysis (SNA) in understanding digital public spheres? Discuss how SNA can be applied to study online discourse, influencer networks, or misinformation flows, particularly in the Indian context.
5. Internet-based research demands new ethical frameworks distinct from traditional social research. Critically examine the ethical challenges in digital data collection, especially concerning consent, privacy, and representation. How can researchers ensure ethical integrity in internet research?