

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
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MNM 035: MEDIA AND INFORMATION LITERACY

September 2025 / March 2026

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

Assignment Code: MNM035/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 examine the role of Media and Information Literacy (MIL) in strengthening civic participation and access to information in democratic societies.
2. Discuss how the convergence of media, technology, and society has transformed communication and information access patterns.
3. Analyse the relevance of learning theories in integrating Media and Information Literacy (MIL) within formal and informal educational contexts. How can MIL contribute to lifelong learning and critical engagement with media content?
4. Critically analyse how various forms of media—television, films, print, and music videos—shape perceptions of identity, culture, and diversity. To what extent do existing industry codes address issues of representation, and what gaps remain in ensuring inclusivity in media narratives?
5. Examine the key elements that define the news development process, from selecting events to constructing news narratives. Discuss the role of visual imagery in contemporary news reporting and its influence on audience reception.