

# **Practical Manual**

**MJML023 PGJMC/MAJMC**

(Applicable from January 2025 onwards)

## **PRACTICAL: DIGITAL MEDIA**



**School of Journalism and New Media Studies  
Indira Gandhi National Open University  
Maidan Garhi, New Delhi—110068**

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# **Digital Media Handbook**

**for the practicals of**

**PG Diploma in Journalism and Mass Communication  
(PGJMC/PGJMCOL)**

**MA Journalism and Mass Communication  
(MAJMC/MAJMCOL)**

This Handbook has been prepared to help you do Digital Journalism Practicals (MJML023) by familiarising you with its various aspects. Go through the Handbook before you begin work on this course. This Handbook has two sections. The *first section* provides general information about Digital Journalism Practicals (MJML023); the *second part* details the various stages of MJML023. The *third part* of submitting your portfolio is part of MJML023.

- **Introduction to Digital Journalism Practical (MJML023)**
- **Submissions & Annexures**

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## MJML023 - DIGITAL JOURNALISM PRACTICALS

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In the MJML023 Digital Journalism Practicals Course, you must complete the following activities in any combination to secure your marks to pass this Course. You can complete the activities as specified and compile those activities in a portfolio format to pass this practical exam. The minimum passing mark is 40. Journalistic practices encompass a range of components, from generating a news idea to producing comprehensive digital news packages. Every effort of yours is counted towards awarding marks for this course; you can't claim, however, one part of the same story for two activities, which means two evaluations are not allowed for any single work/part of that.

You can submit the following activities to complete the course MJML023 during your registration period.

S. No.	Nature of Activities	Ceiling/Activity	Allotted Marks
1	<b>Write FIVE Story ideas</b> The news story idea should be approximately 100 words in length and should answer the 5Ws and 1H. Identify your news angle and identify a minimum of three sources.	Only five news story ideas	5 Marks per story idea  (5 x 5 = 25 marks)
2	<b>Full Story - Draft</b> Submit three news stories (minimum of 450 words). The story should be written in an inverted pyramid style. Insert at least five external news links related to your story. Links need to be provided at the end of the story.	Three news story drafts	10 Marks per news story  (3 x 10 = 30 marks)
3	<b>Backgrounder story</b> (minimum of 800 words) The background news story will be based on compiling data from a minimum of 10	One story	10 marks  (1 x 10 = 10 marks)

	resources. This story should have been relevant at the time of its development. Links to those resources need to be added at the bottom of the story.		
4	<b>Contributing Infographics</b> Develop a news infographic based on publicly available data.	One infographics	5 marks (1 x 5 = 5 marks)
5	<b>News video or audio story</b> (minimum of 3 minutes) Identify a news story, record it using your own mobile device, and upload it to your YouTube account. Then, share the link in your portfolio.	One video/audio story	10 marks (1 x 10 = 10 marks)
6	<b>Handling Social Media</b>  Create an account in X with your enrollment number and share your stories from points 4 to 11. Evaluation will be based on the following criteria [a] Content Writing [b] Posts/Designs	Share EIGHT Screenshots	10 marks
7	<b>Review of News Portal</b>  Review the news portal <a href="http://www.medialit.in/thevoices">www.medialit.in/thevoices</a> and write your report in 500 words. Mainly give your review on the following points:  1. Nature of the stories published	Report in 500 words	10 marks

	<ul style="list-style-type: none"><li>2. Qualities of stories published</li><li>3. Web design of this news portal</li><li>4. Two suggestions on improvements in news coverage</li><li>5. Two suggestions for improvements on the web design of this portal</li></ul>		
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## **Submission of MJML023:**

**Where to Submit:** Submit the Production Portfolio to your Study Centre for evaluation. If you face any problem at the Study Centre, please contact your Regional Centre.

- For online programmes, students should submit the Production Portfolio through LMS.
- Keep a copy of the practical work with you.

### **Last date for submission of practical work**

There will be two last dates for submission of practical work in a year:

- 30th June for Term End Examination June
- 31st December for Term End Examination December

Stay in touch with your Study Centre and Regional Centre for the latest updates on the final dates.

Follow the official Facebook pages of IGNOU and the School of Journalism and New Media Studies for useful information:

- Facebook page of the School of Journalism and New Media Studies  
<https://www.facebook.com/sojnms>
- IGNOU Official Facebook page <https://www.facebook.com/OfficialPageIGNOU>

### **Evaluation Process:**

Your contributions will be evaluated for 100 marks in accordance with the University's norms.