

**Post Graduate Diploma in Journalism Mass Communication  
And  
M.A. in Journalism and Mass Communication - I**

**(PGJMC / MAJMC – 1<sup>st</sup> Year)**

**ASSIGNMENTS  
January 2025 and July 2025 Cycle**

**MJM-020/120**

**MJM-021**

**MJM-022**

**MJM-023**

**MJM-024/124**

**MJM-025**



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

## PGJMC / MAJMC ASSIGNMENTS

Dear Learner,

As explained in the Programme Guide, you need to submit one assignment in each of the eight courses. Before attempting the assignments, please read the detailed instructions provided in the Programme Guide carefully.

The last date of the submission is given against each of the assignment. Please note that you have to submit these assignments to the **Coordinator of your Study Centre** within the stipulated time for being 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 a **receipt from the Study Centre** for the assignments submitted and retain it. It would be advisable to retain 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 with you**. The marks obtained by you will be sent by the Centre to SED at IGNOU, New Delhi.

### **Guidelines for doing Assignments**

Attempt all questions given in each of the assignment as instructed. You will find it useful to keep the following points in mind:

**Planning:** First read the study material carefully, attend teleconferencing sessions and interactive radio counseling sessions conducted for the programme; if required you can obtain details from 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 in a logical order.

**Organization:** 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, writing each answer neatly.

With best wishes,

Dr. Shikha Rai  
Programme Coordinator, PGJMC and MAJMC-I  
[shikharai@ignou.ac.in](mailto:shikharai@ignou.ac.in)

## **MJM-021: Reporting Techniques**

### **Assignment 02**

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

**Assignment Code: MJM-021/ Jan.2025/ July2025 Cycle**

Maximum Marks: 100

Weightage: 30%

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*Note: Answer all the questions. All questions carry equal marks = 20 each*

*Attempt each question in about 500 words*

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1. With AI-generated content becoming more prevalent, analyze its impact on journalistic practices in India. Discuss the ethical concerns, potential benefits, and challenges faced by news organizations in maintaining credibility in an AI-driven media landscape. Include examples of Indian media using AI for content generation or fact-checking.
2. Sports reporting also involves investigative journalism on match-fixing, corruption, doping, and governance issues. Examine a recent case where investigative sports journalism uncovered a major scandal. Discuss the role of journalists in holding sports bodies accountable and the risks involved in such reporting.
3. Over the next three days, track a trending fashion hashtag on Instagram or X. Identify at least three influencers or brands that are driving the trend. Analyze how they present their content. Create a short report on how social media is shaping consumer choices in fashion, supported by screenshots or descriptions of your findings.
4. Select a recent incident where media coverage has either fueled or mitigated religious tensions in India. Examine how different media outlets approached the issue, the role of social media in shaping narratives, and the ethical responsibilities of journalists in such situations.
5. Watch two episodes from an Indian web series on platforms like Netflix, Amazon Prime, or Hotstar. Compare how storytelling, character representation, and production quality differ from traditional Bollywood films or TV serials. Additionally, speak to at least one regular OTT viewer to understand how their viewing habits have changed.