PG DIPLOMA IN DIGITAL MEDIA (PGDIDM / PGDIDMOL)

MA IN JOURNALISM AND DIGITAL MEDIA (MAJDM / MAJDMOL)

ASSIGNMENTS

January 2025 & July 2025 Session

MNM011
MJM021
MNM003
MJM023
MNM013
MNM014
MJM025

For PGDIDM (Old) - MNM012 & MNM015

SCHOOL OF JOURNALISM & NEW MEDIA STUDIES

INDIRA GANDHI NATIONAL OPEN UNIVERSITY

MAIDAN GARHI, NEW DELHI-110068

Dear Learner,

As the Programme Guide explains, you must submit one assignment for each 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. ***The PGDIDMOL and MAJDMOL students need to submit their assignments through LMS.***

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-011: UNDERSTANDING DIGITAL MEDIA

September 2025 / March 2026

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

Assignment Code:
MNM-011/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 how the internet has transformed journalism ethics and the role of gatekeeping in digital newsrooms. How do online platforms balance editorial responsibility with user-generated content? Give relevant examples from the Indian media landscape.

2. Discuss the influence of digital media on political engagement among Indian youth. How have digital campaigns, social media discourse, and online political advertising shaped voter behavior and political participation in recent elections?

3. Analyse the role of digital platforms in fostering media literacy and combating misinformation in India. What strategies enhance critical thinking and responsible content consumption among Indian internet users?

4. Assess the impact of algorithm-driven content distribution on audience behavior in India. How do recommendation systems of platforms like YouTube, Instagram, and X (formerly Twitter) shape public discourse, and what are the potential risks and benefits?

5. Examine the role of artificial intelligence (AI) and automation in India's ICT-based governance and service delivery. How have initiatives such as Aadhaar-based authentication, AI-driven chatbots, and predictive analytics improved governance efficiency, and what challenges remain?