MA IN JOURNALISM AND DIGITAL MEDIA (MAJDM)

Second-Year ASSIGNMENTS

January & July 2025 Session

MNM030
MNM031
MNM032
MNM033
MNM034
MNM035
MNM036

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THE PEOPLE'S UNIVERSITY

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 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
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With best wishes,

Prof. K S Arul Selvan
Programme Coordinator, MAJDM
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MNM 033: DATA SCIENCE AND BIG DATA

September 2025 / March 2026

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

Assignment Code: MNM033/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. You are working in a digital newsroom during a general election. How would you use real-time data on audience engagement (clicks, shares, comments) to guide story updates and editorial decisions throughout the day? Mention relevant data tools and ethical concerns.

2. A national media outlet assigns you to investigate disparities in healthcare access. Describe how you would use data mining and visualisation to uncover patterns in public health records. How can such an approach strengthen investigative journalism?

3. Many mobile news apps offer personalised content based on what users read, watch, or search for. As a media researcher, how would you study audience behaviour using data from such an app (e.g., time spent on articles, categories browsed, or frequency of visits)? What patterns would you look for to understand user preferences, and how could this help improve the content shown to different users?

4. As part of a digital media research project, you aim to study misinformation trends during a major public health event. How would you use social media data and sentiment analysis to identify and classify misinformation?

5. Reflect on how learning data science tools (like data cleaning, visualisation, and analytics) can help journalism students better understand audience behaviour in the digital age. Give examples of tools and their practical application in content creation.