

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 036: DIGITAL MEDIA LITERACY

September 2024 / March 2025

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

Assignment Code: MNM036/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 transition from traditional to digital media. How has this shift transformed information production, distribution, and consumption? Illustrate your answer with examples from both legacy and contemporary digital platforms.
2. Discuss the concept “The Medium is the Message” in the context of mobile and internet-based communication technologies. How do digital platforms shape information's meaning, credibility, and interpretation today?
3. Evaluate the potential of alternative media and interactive multimedia tools in promoting media literacy and democratic participation. How can these platforms challenge mainstream narratives and empower marginalised communities?
4. Analyse the challenges and risks faced by young people in virtual spaces. In what ways can digital information literacy help mitigate these risks and foster responsible online behaviour?
5. What is the significance of advertising literacy in digital marketing and influencer culture? How can individuals critically decode persuasive content across different media genres and platforms?