BACHELOR DEGREE IN JOURNALISM AND DIGITAL MEDIA (BAJDM/BAFJDM)

Assignment: 2025-2026

Course Codes

BNM021, BNM022,
BNM023, BNM024,
BNM025, BNM026
BNM027, BNM028
BNM029 & BNM030

Last Date of Submission of Assignments to the Study Centre

For December TEE - September 30, 2025

For June TEE - March 31, 2025

School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi - 110 068

Dear Learner,

You must submit one Assignment in each of the eight theory course of the First Year BAJDM programme. The last date of submission is given against 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 **receipt from the Study Centre** for the assignments submitted. It would be advisable to retain a photocopy of the assignments with you.

After evaluation, the Centre will send the marks obtained by you 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 in a logical order.

Organisation: Draw a rough outline of your answer. Be analytical in selecting 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,

Prof. K S Arul Selvan, Dr. Shikha Rai & Dr. Amit Kumar
Programme Coordinators -
BAJDM SOJNMS, IGNOU,
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BNM-021: Introduction to Journalism and Digital Media

Assignment 01

31st March 2025 / 30th September 2025

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

Assignment Code: BNM-021 / Jan25/July 25 Maximum Marks: 100

Note: *Answer all FIVE questions. All questions carry equal marks.*

1. Explain how digital media supports democratic participation. Discuss the challenges digital media faces in this role. Cite relevant examples. (500 words | 20 marks)

2. Define the concept of citizen journalism. Analyse its advantages and limitations in comparison to traditional journalism practices, providing examples. (500 words | 20 marks)

3. Examine how social media platforms contribute to social movements and awareness campaigns. Provide examples from global and Indian contexts. (500 words | 20 marks)

4. Answer the following: (250 words | 10 marks each)
    a. Explain the socio-economic, technological, and educational factors contributing to the digital divide.

    b. List the initiatives undertaken by the Indian government to promote digital literacy and bridge the digital divide.

5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)

    A. Gatekeeping in Journalism
    B. Digital Storytelling
    C. Media Convergence
    D. Ethical Challenges in AI Journalism
    E. Open Data Movement
    F. Right to be Forgotten
    G. Virtual Communities
    H. Role of Algorithms in News Feed Curation
    I. Big Data in Media Research
    J. Crowdsourcing in Journalism

BNM-022: Reporting Techniques

Assignment 01

31st March 2025 / 30th September 2025

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

Assignment Code: BNM-022/Jan25/July 25 Maximum Marks: 100

Note: *Answer all FIVE questions. All questions carry equal marks.*

1. What is investigative journalism? Discuss its significance in a democratic society, providing relevant examples. (500 words | 20 marks)
2. Explain the ethical challenges faced by journalists in reporting sensitive issues. Use examples to illustrate your points. (500 words | 20 marks)
3. Describe the different forms of digital journalism. Highlight two forms in detail with relevant examples. (500 words | 20 marks)

4. Answer any TWO of the following: (250 words | 10 marks each)
    a. Discuss the steps involved in preparing for a feature story.
    b. Highlight the influence of news media in shaping public opinion. Provide examples.
    c. Discuss the challenges of covering health emergencies as a journalist in India.

5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)

    A. Mobile Journalism (MoJo)
    B. Photojournalism
    C. Role of Media Ombudsman
    D. Sensationalism in News
    E. Sting Operations in Journalism
    F. Media Literacy
    G. Newsroom Hierarchy
    H. Role of Data Journalism
    I. Press Council of India
    J. Reporting on Conflict Zones

BNM-023: Media and Information Literacy

Assignment 01

31st March 2025 / 30th September 2025

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

Assignment Code: BNM-023/Jan25/July 25 Maximum Marks: 100

Note: *Answer all FIVE questions. All questions carry equal marks.*

1. Elaborate on the concepts of Media and Information Literacy (MIL) and its significance in addressing misinformation and disinformation in the digital age. (500 words | 20 marks)

2. Define "Media Convergence." Discuss how convergence has transformed media content creation and audience interaction. (500 words | 20 marks)

3. Analyse the role of gatekeepers in the digital era. How has their traditional role changed with the rise of social media platforms? (500 words | 20 marks)

4. Answer any two of the following questions: (250 words | 10 marks each)

    a. Examine the relationship between media literacy and democracy. Provide examples to illustrate your answer.
    b. Discuss the implications of artificial intelligence in media content production and consumption.
    c. Explain the concept of "cultural proximity" and its relevance in media globalisation.
    d. Why is privacy a significant concern in Media and Information Literacy? Illustrate with examples.

5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)

    A. Participatory Journalism
    B. Fake News and Fact-Checking
    C. Citizen Journalism and its Challenges
    D. The Role of Algorithms in Media
    E. Theories of Agenda Setting
    F. MIL and Sustainable Development Goals (SDGs)
    G. Copyright and Creative Commons in Digital Media
    H. Ethical Issues in Social Media Usage
    I. Media Framing and its Impact
    J. Critical Media Literacy

BNM-024: News Writing and Editing

Assignment 01

31st March 2025 / 30th September 2025

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

Assignment Code: BNM-024/Jan25/July 25 Maximum Marks: 100

Note: *Answer all FIVE questions. All questions carry equal marks.*

1. Write a news report on the inauguration of a solar energy park in your city using the inverted pyramid style. Include the lead and the headline. (500 words | 20 marks)
2. Select a unique profession (e.g., wildlife photographer, forensic scientist, etc.) and write a news article as if you shadowed a professional in that role. Highlight their daily tasks, challenges, and motivations. (500 words | 20 marks)
3. Open a news website of your choice, select five investigative news articles, and identify the sources cited. Analyse whether these sources were adequate and suggest other sources that could have enhanced the reporting. (500 words | 20 marks)

4. Answer any two of the following questions: (250 words | 10 marks each)

    A. Write a news story based entirely on a trending social issue using user-generated content (e.g., tweets, Reddit posts, Facebook comments). Ensure diversity in perspectives and maintain neutrality.
    B. Illustrate the workflow of a digital newsroom. Include diagrams or flowcharts to explain how news is sourced, edited, and published online.
    C. List 10 mobile apps or tools that enhance field reporting, with examples of how journalists use them (e.g., StoryMap for geo-tagging, Otter for transcriptions).

5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)

    A. Types of Feature Stories
    B. Characteristics of Effective Headlines
    C. Role of Beat Reporters
    D. Significance of Databases in Investigative Journalism
    E. What is Solutions Journalism?
    F. Functions of Editorial Teams in Newsrooms
    G. Role of Infographics in Digital News
    H. Difference Between Opinion Pieces and News Reports
    I. Citizen Journalism and Its Impact
    J. Ethical Guidelines for Reporting on Marginalised Communities

BNM-025: Types of Journalistic Writings

Assignment 01

31st March 2025 / 30th September 2025

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

Assignment Code: BNM-025/Jan25/July 25 Maximum Marks: 100

Note: *Answer all FIVE questions. All questions carry equal marks.*

1. Write a feature article on the significance of community-driven initiatives in rural development. Include elements that differentiate it from a news report. (500 words | 20 marks)
2. Write a development story focused on an ongoing government policy or program (e.g., rural electrification, women empowerment initiatives) using the principles of development communication. (500 words | 20 marks)
3. Using examples from Indian media, analyse how political ideologies influence public policy reporting. Write a critique (500 words) on whether the media maintains impartiality. (500 words | 20 marks)

4. Answer any two of the following questions: (250 words | 10 marks each)

    a. Discuss the evolution of development journalism and its role in addressing the challenges of developing countries.
    b. Write an op-ed on a recent public policy decision, presenting a balanced view of its impact on marginalised communities.
    c. Describe solutions journalism's principles and potential impact on public opinion and policy-making.

5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)

    A. Characteristics of a News Feature
    B. Role of Editorials in Shaping Public Opinion
    C. Dissent as a Tool in Democracy
    D. Writing Techniques for Development Communication
    E. Differences Between News and Non-News Features
    F. Representative Democracy: Challenges in Reporting
    G. Importance of Infographics in Political Reporting
    H. Historical Perspective of Development Journalism
    I. Principles of Solutions Journalism
    J. Role of New Media in Covering Development Issues

BNM-026: Media Ethics and Regulations

Assignment 01

31st March 2025 / 30th September 2025

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

Assignment Code: BNM-026/Jan25/July 25 Maximum Marks: 100

Note: *Answer all FIVE questions. All questions carry equal marks.*

1. Explain the relationship between the Indian Constitution and media ethics. Discuss specific articles and provisions that impact journalistic practices in India. (500 words | 20 marks)
2. Discuss the concept of self-regulation in the media. Analyse its relevance and effectiveness using examples from the Indian or global media industries. (500 words | 20 marks)
3. Choose any recent case of digital media regulation in India (e.g., IT Act-related action) and critically evaluate its implications for freedom of expression and ethics in journalism. (500 words | 20 marks)

4. Answer any two of the following questions: (250 words | 10 marks each)

    a. Examine the ethical dilemmas in advertising and persuasive media, especially when targeting vulnerable populations (e.g., children or the elderly).
    b. Analyse the role of the Right to Information (RTI) in promoting transparency and accountability in media organisations.
    c. Explain how Corporate Social Responsibility (CSR) impacts business media practices and corporate image-building.

5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)

    A. Defamation and Libel in Indian Media
    B. Copyright and Fair Use in Journalism
    C. The Role of Creative Commons in Media Sharing
    D. Cybersecurity Challenges in Digital Journalism
    E. Significance of Media Law Initiatives in India
    F. Ethical Guidelines for Political Reporting
    G. Regulatory Provisions in Advertising
    H. Digital Code of Ethics for Social Media Platforms
    I. Importance of Transparency in Sponsored Content
    J. Evolution of IT Act and its Impact on Media Practices

BNM-027: Digital Photography

Assignment 01

31st March 2025 / 30th September 2025

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

Assignment Code: BNM-027/Jan25/July 25 Maximum Marks: 100

Note: *Answer all FIVE questions. All questions carry equal marks.*

1. Write an essay on the evolution of photography from its inception to the digital age, with a focus on technological advancements and their impact on photography practices. (500 words | 20 marks)
2. Describe the process of editing a digital photograph using software like Adobe Lightroom or Snapseed. Highlight the key editing tools and their effects on the final image. (500 words | 20 marks)
3. Discuss the importance of composition in photography by explaining the key elements and rules contributing to creating visually compelling images. Provide real-life photographic examples.(500 words | 20 marks)

4. Answer any two of the following questions: (250 words | 10 marks each)
    a. Analyse a photojournalistic image of your choice. Describe its composition, lighting, and storytelling aspects. Explain how the photograph adheres to or deviates from conventional rules of photography.
    b. Select a type of photography (e.g., wildlife, portrait, street, macro) and write about the required techniques and tools. Discuss the challenges photographers face in this genre.
    c. Explain the significance of lighting in photography by comparing natural light and artificial light setups. Provide examples of scenarios where each would be preferable.

5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)

    A. Principles of Visual Communication
    B. Evolution of Camera Lenses
    C. Role of Accessories in Professional Photography
    D. Importance of the Rule of Thirds in Composition
    E. Types of Lighting in Photography
    F. Basics of Mobile Photography
    G. Benefits of RAW vs. JPEG Formats in Digital Photography
    H. Difference Between Photojournalism and Commercial Photography
    I. Ethics in Wildlife Photography
    J. The Role of Colour in Photographic Storytelling

BNM-028: Digital Media Literacy

Assignment 01

31st March 2025 / 30th September 2025

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

Assignment Code: BNM-028/Jan25/July 25 Maximum Marks: 100

Note: *Answer all FIVE questions. All questions carry equal marks.*

1. Describe the transition of communication patterns from traditional mass media to digital media. Use examples from print, broadcast, and new media technologies to highlight key shifts. (500 words | 20 marks)
2. Select a news article from a prominent digital platform and critically analyse how the medium (e.g., text, video, or audio) influences the delivery of the message. (500 words | 20 marks)
3. Analyse the role of information literacy in the digital age. Highlight its importance in navigating misinformation and acquiring credible information online. (500 words | 20 marks)

4. Answer any two of the following questions: (250 words | 10 marks each)
    a. Write a short article analysing the role of interactive multimedia tools in modern education. Include examples of tools like Prezi, Canva, or Kahoot.
    b. Explain the concept of alternative media and discuss how digital media platforms promote alternative narratives.
    c. Describe how storytelling techniques differ across film genres in the digital streaming era.

5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)

    A. Role of Infographics in Digital Media Literacy
    B. Characteristics of User-Generated Content
    C. Importance of Digital Citizenship
    D. Differences Between Traditional and Digital Advertising
    E. The Concept of Fake News and Its Impact
    F. Interactive Multimedia Tools for Social Change
    G. Ethical Issues in Information Processing
    H. The Importance of Media Regulation in Digital Advertising
    I. The Role of Platforms like YouTube in Promoting Alternative Media
    J. Data Privacy Concerns in the Context of Targeted Advertising

BNM-029: Audio Podcast

Assignment 01

31st March 2025 / 30th September 2025

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

Assignment Code: BNM-029/Jan25/July 25 Maximum Marks: 100

Note: *Answer all FIVE questions. All questions carry equal marks.*

1. Write a detailed article explaining the importance of podcasting in modern media. Discuss how podcasting has transformed storytelling and audience engagement. (500 words | 20 marks)
2. Select an audio programme format (e.g., news podcast, drama, or spoken word) and write a sample script for a 5-minute segment. Include the introduction, transitions, and conclusion. (500 words | 20 marks)
3. Plan and create an outline for a news podcast: (500 words | 20 marks)
    a. Choose a recent news topic.
    b. Write a detailed script for the introduction and conclusion.
    c. Outline three key segments and the sources you will use for each segment.

4. Answer any two of the following questions: (250 words | 10 marks each)
    a. Discuss the presentation techniques that enhance the listening experience in audio programmes. Provide examples from popular podcasts or radio shows.
    b. Explain the role of microphones in studio recording. Compare two types of microphones (e.g., dynamic and condenser) and their suitability for different audio programmes.
    c. Describe the editing techniques used in post-production to improve an audio podcast. Highlight tools commonly used by professionals.

5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)

    A. Characteristics of Successful Podcasts
    B. Importance of Storyboarding in Audio Production
    C. Key Elements of Spoken Word Programmes
    D. Differences Between Studio and Outdoor Recording
    E. Role of Audio Mixers in Production
    F. Digital Audio Editing Software
    G. Use of Background Music and Effects in Podcasts
    H. Challenges in Recording Drama and Serials
    I. Ethics in Podcast Content Creation
    J. Benefits of Podcasting for Niche Audiences

BNM-030: Persuasive Communication Strategies

Assignment 01

31st March 2025 / 30th September 2025

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

Assignment Code: BNM-030/Jan25/July 25 Maximum Marks: 100

Note: *Answer all FIVE questions. All questions carry equal marks.*

1. Write a report on the integrated communication strategy of a popular brand or campaign (e.g., Amul, Swiggy, Nike). Highlight how it effectively combines advertising, public relations, and online branding techniques. (500 words | 20 marks)
2. Select a product or service of your choice and create an advertising plan. Include the target audience, type of media used, appeals, and evaluation methods. (500 words | 20 marks)
3. Analyse the social media branding strategy of a well-known influencer or company. Include their use of platforms, content style, and engagement techniques, and suggest areas for improvement. (500 words | 20 marks)

4. Answer any two of the following questions: (250 words | 10 marks each)
    a. Identify an example of a crisis faced by an organisation. Evaluate the public relations strategy used to manage the crisis and suggest alternative approaches.
    b. Explain the role of advertising research in measuring campaign effectiveness. Include examples of tools or metrics used for evaluation.
    c. Discuss the importance of market segmentation in designing a successful marketing communication strategy. Provide a case study to illustrate your answer.

5. Write short notes on any FIVE of the following: (150 words | 5 x 4 = 20 marks)

    A. Characteristics of Integrated Marketing Communication (IMC)
    B. Types of Advertising Appeals
    C. Functions of a Public Relations Officer (PRO)
    D. Role of Crisis Communication in Brand Reputation
    E. Essentials of Social Media Branding
    F. Impact of Blogging on Digital Marketing Strategies
    G. Difference Between Advertising and Public Relations
    H. Structure of a Full-Service Advertising Agency
    I. Perception Management and its Relevance in Modern Branding
    J. Tools for Measuring Online Brand Engagement