

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
FACULTY OF SOCIAL SCIENCES
DIPLOMA IN DIGITAL JOURNALISM
DDJ501: Introduction to Communication, Media and Journalism**

[Max. Marks: 15]

[Min. Marks: 06]

Note:

1. Do not copy the answers directly from any of the books.
2. As far as possible try to answer the questions independently in your own words.
3. If it is necessary to quote from any source, give the correct reference.
4. Own handwriting. Leave sufficient margins for the comments of the evaluator.
5. Completion of this assignment normally should not take more than 45 minutes time.
6. Maximum marks for each assignment are 15, and minimum marks 6.

Assignment – I

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Analyze the transformation of communication from traditional mass communication to digital and mobile media.
2. Evaluate the social and cultural effects of digital media in contemporary society.
3. Design a digital media campaign for a social cause using mobile and social media platforms, explaining your strategy.

Assignment – II

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Evaluate the impact of digital media on print, radio, and television.
2. Examine the role of digital media in shaping public opinion and democratic participation in India.
3. Analyze the characteristics of digital audiences in comparison with traditional mass audiences.

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**DR. B.R. AMBEDKAR OPEN UNIVERSITY
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DIPLOMA IN DIGITAL JOURNALISM
DDJ502: News Reporting, Media Laws and Ethics**

**[Max. Marks: 15
[Min. Marks: 06**

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5. Completion of this assignment normally should not take more than 45 minutes time.
6. Maximum marks for each assignment are 15, and minimum marks 6.

Assignment – I

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Select any one real news event reported in the last one month (local, state, national, or international). Explain why the selected event qualifies as *news* using at least seven news values.
2. Explain the functions and qualities of headlines and discuss differences between print and digital headlines.
3. Explain how the Right to Information Act empowers journalists.

Assignment – II

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Discuss Article 19(1)(a) and the grounds for reasonable restrictions under Article 19(2).
2. What is censorship? Explain different forms of censorship, including digital censorship and self-censorship.
3. Explain the importance of ethics and codes of conduct in journalism.

**DR. B.R. AMBEDKAR OPEN UNIVERSITY
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DIPLOMA IN DIGITAL JOURNALISM
DDJ503: Understanding Digital Journalism**

**[Max. Marks: 15
[Min. Marks: 06**

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4. Own handwriting. Leave sufficient margins for the comments of the evaluator.
5. Completion of this assignment normally should not take more than 45 minutes time.
6. Maximum marks for each assignment are 15, and minimum marks 6.

Assignment – I

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Analyze the evolution of digital journalism in India and examine how technological advancements have transformed newsroom practices.
2. Evaluate the skills required for digital journalists in the contemporary media environment. How do these skills differ from those needed in traditional journalism?
3. Examine the differences between writing for online platforms and writing for audio/video formats. How does platform specificity influence content structure and style?

Assignment – II

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Analyze the process of producing audio and video content for digital platforms. What challenges and opportunities do digital formats present?
2. Evaluate the role of social and mobile media in news production and distribution. How have these platforms reshaped audience engagement and news consumption patterns?
3. Design a comprehensive digital news content strategy that includes visual creation, platform-specific writing, and promotional techniques to maximize reach and impact.

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DIPLOMA IN DIGITAL JOURNALISM
DDJ504: Advanced Digital Journalism**

**[Max. Marks: 15
[Min. Marks: 06**

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3. If it is necessary to quote from any source, give the correct reference.
4. Own handwriting. Leave sufficient margins for the comments of the evaluator.
5. Completion of this assignment normally should not take more than 45 minutes time.
6. Maximum marks for each assignment are 15, and minimum marks 6.

Assignment – I

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. Why is data visualization important in modern journalism, and how does it enhance storytelling?
2. How can journalists identify and capitalize on entrepreneurial opportunities within the evolving landscape of media and information dissemination?
3. What are the implications of AI for media consumers and future media producers?

Assignment – II

**Answer all questions in about 40 lines
Each question carries 5 marks.**

[5 X 3 = 15 Marks]

1. What role does data visualization play in data journalism, and why is it important?
2. What are the key differences between crowd-funding and donations in the context of digital media revenue?
3. Explain the concept of a target audience and its importance in digital journalism.

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