
MJMP020: STAGES OF PROJECT WORK

The project work will go through various stages as outlined below. You need to undertake your research on the topic finalised and approved as part of MJML 022.

Identification of Data Requirement

In your project work, you are expected to examine/study any specific problem/issue through quantitative/qualitative data. Hence the determination of relevant data is the foremost task. Data should be relevant to examine the issues raised and to test the hypothesis, if any, formulated in the project proposal. The variables on which data is needed should be identified. You need to find out about the kind of data on the project's topic that is available and the extent to which it would be suitable for your project work. Read the Course MJM031 - Communication Research Methods carefully to execute your major project. You are therefore advised to go through the different Units of this course.

Regarding research literature, it is necessary to determine and record (i) Person/Institutions who collected the data (ii) when it was collected and (iii) how reliable is the information? You should note the following details about every source of information:

- The full title of the document, book, journal, map, etc.
- Department/Agency/Author who has prepared the document, book journal etc.
- Date/Year when the document was prepared, and
- Edition, place of publication and publisher for books and articles.

2.2.2 Sources of Review of Literature

The source can range from government departments/agencies to newspapers; books, articles, reports and Internet search options. These will enable you to identify the various sources of secondary data.

2.2.3 Data Collection Methods

You may need to collect the primary data for your study. Before you begin data collection, and review the requirements you have identified for primary data. Clearly define what you need and for what purpose. Then determine the most appropriate data collection method.

To ensure data reliability, you need to explain or justify the following points:

- i) The design of the questionnaire
- ii) The appropriateness of data collection techniques
- iii) Methods of fieldwork
- iv) The process followed for field supervision and recording, and
- v) Data verification and quality control.

2.2.4 Data Analysis

After collection, tabulation and classification of the data, the next step is to process and analyse the data. Depending upon your need and objectives, various quantitative techniques ranging from percentage, mean, correlation,

regression to advanced statistical methods and qualitative methods may be applied to analyse the data. Different computer software packages can also be used for this purpose. Block 3 of Course MJM031 will be beneficial to you in this regard. You are therefore advised to go through this Blocks before attempting the project work. The skills acquired while going through the MJM031 Course on Quantitative Techniques will be an added advantage for doing the project work. For ensuring the statistical reliability of your results, you may also apply the various statistical tests as discussed in Unit 11 of Block 3.

2.2.5 Writing the Project Report

Originality and clarity are the two vital components of your project. Remember, your project is a test on your analytical capacity and skills of communication. This kind of writing is not merely an exercise in recording your impression or writing a story, and it is also an exercise in the organisation of your ideas.

Therefore do keep the following points in mind while writing your Project Report:

- The size of the project report depends on the nature of the theme of the project. However, it is desirable to write the project report between 10000-12000 words (between 60 to 70 pages) as a standard size in. You may write a Project Report in Hindi or English language.
- Divide your report into about 4 to 5 Chapters. Each chapter may be subdivided into Sections and Subsections. This will give a specific structure to your project and may prevent different ideas from spilling into different places.
- Writing an introduction is essential as it gives a specific entry point to your project. This should be followed by the Aims and Objectives which should be stated very explicitly and briefly.
- The quality of your project, to some extent, depends on the strength of your Methodology. Therefore, the methodology should be stated clearly. For the sake of clarity, methodology refers to (i) theoretical perspectives and the logic of enquiry that guides the research, (ii) techniques of data collection, and (iii) tools or methods of analysis of the data.
- A Brief Review of similar or relevant projects/studies made by other scholars.
- All your arguments should be neatly tied up and logically culminate at the end of each section. The interconnection between different sections should be maintained.
- Have a paragraph of 'Summing Up' to each chapter.
- List out your objective wise findings.
- The project should be written in your language using simple words and short sentences as far as possible. It would be better to write the first draft and then edit it both in terms of its language and content.
- Use photographs, maps, diagrams and illustrations, in case they are needed.

The following sequence is to be followed in organising the report:

- A) Cover page: On the first page of the report, indicate the title of the project, your name, address, year and enrolment number. (as per Annexure B of this Handbook)
- B) The second page should cover the project report's contents followed by the list of tables, maps and figures/illustrations on the third page.
- C) The fourth page is to give acknowledgements.
- D) The fifth page is to list a list of abbreviations alphabetically.

From the 6th page onwards, apply the following points while preparing your project.

Guidelines for the Preparation of Dissertations

The broad guidelines are given below. However, the individual Supervisor may decide the suitable sequential order of chapters for their respective students' dissertation. Other than chapter arrangements, formatting is uniform.

1.0 Organisation of the Dissertation

The dissertation shall be presented in several chapters, starting with Introduction and ending with Summary & Conclusions. Each of the other chapters will have a precise title reflecting the contents of the chapter. A chapter can be subdivided into *sections*, *subsections* and *sub-sub sections* to present the content discretely and with due emphasis.

1.1 Introduction

The title of **Chapter 1** shall be Introduction. It introduces the topic, provides context and rationale and highlights the significance of the chosen topic for investigation.

1.2 Review of Literature

This shall generally form **Chapter 2** and present a critical appraisal of the previously published literature about the topic under investigation. It will highlight what has been done so far, the focus and emphasis on the studies undertaken, what is missing and how the work can bring in new dimensions. The extent and emphasis of the chapter shall depend on the nature of the investigation.

1.3 Research Design / Methodology

This chapter shall outline the study's objectives, broad approach-quantitative /qualitative modes of data collection, research methodology, tools and techniques, sample selection, data analysis techniques used etc.

1.4 Findings & Discussion

The reporting on the investigation shall be presented in these chapters with appropriate sub-heads.

- Each chapter on the presentation of findings should be corresponding with the specific research objective of the study.
- Figures and tables should be presented immediately following their first mention in the text. Short tables and figures (say, less than half the page's writing area) should be presented within the text, while large tables and figures may be presented on separate pages.

1.5 Summary & Conclusions

This will be the final chapter of the dissertation. A brief report of the work carried out shall form the first part of the chapter. Conclusions derived from the logical analysis presented in the Results and Discussions chapter shall be presented and enumerated, each point stated separately. Scope for future work should be stated in the last part of the chapter.

1.6 References

This should follow the Appendices, if any, otherwise the Summary and Conclusions chapter. The learners shall follow the style of citation and style of listing [for MJMLO22 and MJMP020 APA Style is recommended] as explained in the following pages consistently throughout his/her dissertation. However, all the authors' names and their initials and the full title of the article/monogram/book etc. have to be given and the journals/publishers, volume, number, pages(s) along with the year of publication.

Citation from websites should include the names(s) of the author(s) (including the initials), the full title of the article, website reference and when last accessed. Similarly, the reference to personal communications shall consist of the author, title of the communication (if any), and receipt date.

1.7 Appendix

Detailed information, lengthy derivations, raw experimental observations etc. are to be presented in the separate appendices, which shall be numbered in Roman Capitals (e.g. "Appendix I, II, III & IV"). The questionnaire copy, interview sheet, focus group study structure, sample sheet etc. need to be placed here.

Dissertation FORMAT

- **Paper Size:**
 - Use a standard A4 white sheet for your dissertation. You may use a single side for the printing.
- **Font Details:**
 - A variety of fonts are permitted in APA Style. Font options include the following:
 - sans serif fonts such as 11-point Calibri, 11-point Arial, or 10-point Lucida Sans Unicode

- serif fonts such as 12-point Times New Roman, 11-point Georgia, or normal (10-point) Computer Modern (the default font for LaTeX)
- Appropriate font for Hindi typing of 12 points.
- Use font specifications throughout the dissertation, except in figures where use sans serif fonts with the size range between 8 to 14.
- **Line Spacing:**
 - Use 1.5 line spacing for the running text.
 - Single line spacing for figures and tables
- **Page Numbering:**
 - Follow these guidelines to include page numbers:
 - Use the page-numbering function of your word-processing program to insert page numbers.
 - Insert page numbers in the top right corner. The page number should show on all pages.
 - The title page carries page number 1.
- **Headline Formatting:**
 - Follow these guidelines to include a headline:
 - Type the head in all-capital letters.
 - Ensure the head is no more than 50 characters, including spaces and punctuation.
 - Avoid using abbreviations in the head; however, the ampersand symbol (&) may be used rather than “and” if desired.
 - The head appears in the same format on every page, including the first page.
 - Align the head to the left margin of the page.
- **Levels of Headings:**
 - There are five levels of headings in APA Style. Level 1 is the highest or main level of heading, Level 2 is a subheading of Level 1, Level 3 is a subheading of Level 2, and so on through Levels 4 and 5.
 - The number of headings to use in a dissertation depends on the length and complexity of the work.
 - If only one level of heading is needed, use Level 1.
 - If two levels of heading are needed, use Levels 1 and 2.
 - If three levels of heading are needed, use Levels 1, 2, and 3 (and so on).
 - Sample font sizes for headings

Level 1

Level 2

Level 3

Level 4

Level 5

- **Margins:**
 - Use 1.5-inch margins on every side of the page.
- **Paragraph Alignment:**
 - Align the text to the left margin. Leave the right margin uneven. Do not use full justification.
 - Do not insert hyphens (manual breaks) in words at the end of the line. However, it is acceptable if your word-processing program automatically inserts breaks in long hyperlinks (such as in a DOI or URL).

3.1 Binding

The dissertation's evaluation copies should be in hardbound, and the covers should be in the black.

3.2 Front Covers

Use Annexure B for the front covers, all lettering in the bounded front page should be in embossed format.

3.5 Declaration Sheet

Use Annexure B.

3.6 Approval Sheet

Use Annexure D

3.7 Abstract

A hundred worded abstract needs to be placed immediately after the approval page. The abstract should contain the major points for your dissertation.

3.8 Index Page

Here list all your chapters with the page numbers.

3.8.1 List of Figures and Tables

Followed by the index page, a separate list of figures and tables used in the dissertation needs to be indexed.

The inline citation and reference listings should be based on American Psychological Association (APA Style).

Examples of few entries are given below for your reference.

Citation Formats (as per APA Style):

- a. *Parenthetical citation: (Grady et al., 2019)*
- b. *Narrative citation: Grady et al. (2019)*
- c. *Parenthetical citations: (Butler, 2017; Sanchiz et al., 2017; Stegmeir, 2016)*
- d. *Narrative citations: Butler (2017), Sanchiz et al. (2017), and Stegmeir (2016)*
- e. *Parenthetical citation: (National Cancer Institute, 2019)*
- f. *Narrative citation: National Cancer Institute (2019)*

REFERENCES AS PER APA STYLE – Examples

1. Journal Articles - One author

1. Krotz, F. (2017). Explaining the mediatisation approach. *Javnost-The Public*, 24(2), 103-118. [https://doi.org/10.1080/13183222.2017.1298556]
2. Livingstone, S. (2003). On the challenges of cross-national comparative media research. *European journal of communication*, 18(4), 477-500. [http://eprints.lse.ac.uk/403/1/Challenges_of_cross-cultural_research_EJC_2003.pdf]
3. Neijens, P. (2017). Working on the fundamentals of journalism and mass communication research: Advancing methods in Journalism & Mass Communication Quarterly, 2007-2016. *Journalism & Mass Communication Quarterly*, 94(1), 12-16. [https://doi.org/10.1177/1077699016689681]
4. Perl off, R. M. (2015). Mass communication research at the crossroads: Definitional issues and theoretical directions for mass and political communication scholarship in an age of online media. *Mass Communication and Society*, 18(5), 531-556. [https://doi.org/10.1080/15205436.2014.946997]

2. Journal Articles - Two and more authors

1. Burgess, J., & Bruns, A. (2012). Twitter Archives and the Challenges of “Big Social Data” for Media and Communication Research. *M/C Journal*, 15(5). [https://doi.org/10.5204/mcj.561]
2. Günther, E., & Domahidi, E. (2017). What communication scholars write about: An analysis of 80 years of research in high-impact journals. *International Journal of Communication*, 11, 21. [https://ijoc.org/index.php/ijoc/article/view/6989]
3. Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in social media research: Past, present and future. *Information Systems Frontiers*, 20(3), 531-558. [https://doi.org/10.1007/s10796-017-9810-y]
4. Morris, M., & Ogan, C. (1996). The Internet as mass medium. *Journal of Computer-Mediated Communication*, 1(4), JCMC141. [https://doi.org/10.1111/j.1083-6101.1996.tb00174.x]

3. Magazine Articles

1. Kumar, S. (2012, October). Manufacturing Dissent. *Frontline*.
2. Lepore, J. (2019, January). Does Journalism Have a Future?. *The New Yorker*.
3. Ramachandaran, S. (2020, October). Can We Really Trust Our Media? *Outlook*.

4. Newspaper Articles

1. Pannerselvan, A.S. (2020, February 20). Journalism in the time of an epidemic. *The Hindu*. p12
2. Shrivastava, V., & Baruah, S. (2012, April 2). CBSE launches mass media studies after 10th class. *Hindustan Times*. p3
3. Tracy, M. (2019, July 9). Newsrooms Face a Changing Climate. *The New York Times*. p1

4. Books - One author

1. Berger, A. A. (2011). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. United Kingdom: SAGE Publications.
2. Hayes, A. F. (2020). *Statistical Methods for Communication Science*. United States: Taylor & Francis.
3. Priest, S. H. (2010). *Doing Media Research: An Introduction*. United Kingdom: SAGE Publications.
4. Reinard, J. C. (2006). *Communication Research Statistics*. United States: SAGE Publications.

5. Books - More than one author

1. Bracken, C. C., Pettey, G., Pask, E. B. (2017). *Communication Research Methodology: A Strategic Approach to Applied Research*. United Kingdom: Taylor & Francis.
2. Chomsky, N., Herman, E. S. (2010). *Manufacturing Consent: The Political Economy of the Mass Media*. United Kingdom: Random House.
3. Hansen, A., Machin, D. (2018). *Media and Communication Research Methods*. United Kingdom: Red Globe Press.
4. *The Palgrave Handbook of Methods for Media Policy Research*. (2019). Germany: Springer International Publishing.

6. Edited book

1. Allen, M. (Ed.). (2017). *The SAGE encyclopedia of communication research methods*. Sage Publications. Thousand Oaks, CA: SAGE Publications.
2. Jamieson, K. H., Kahan, D., & Scheufele, D. A. (Eds.). (2017). *The Oxford handbook of the science of science communication*. Oxford: Oxford University Press.

3. Jensen, K. B. (Ed.). (2020). *A handbook of media and communication research: Qualitative and quantitative methodologies*. London: Routledge.

7. Chapter in a book

1. Aron, L., Botella, M., & Lubart, T. (2019). Culinary arts: Talent and their development. In R. F. Subotnik, P. Olszewski-Kubilius, & F. C. Worrell (Eds.), *The psychology of high performance: Developing human potential into domain-specific talent* (pp. 345–359). American Psychological Association.
2. Dillard, J. P. (2020). Currents in the study of persuasion. In M. B. Oliver, A. A. Raney, & J. Bryant (Eds.), *Media effects: Advances in theory and research* (4th ed., pp. 115–129). Routledge.
3. Thestrup, K. (2010). To transform, to communicate, to play—The experimenting community in action. In E. Hygum & P. M. Pedersen (Eds.), *Early childhood education: Values and practices in Denmark*. Hans Reitzels Forlag.

8. Government report

1. Ministry of Human Resource Development. (2001). *Convention on the Rights of the Child (First Periodic Report)*. New Delhi: Department of Women and Child Development.
2. Parliament of India. (2002). *Joint Committee on the stock market scam and matters relating thereto during the thirteenth Lok Sabha (C.B. No. 462)*. New Delhi: Lok Sabha Secretariat
3. Parliament of India. (2012). *Rajya Sabha and its Secretariat: A Performance Profile — 2012 (F.No.RS.2/1/2013-PWW)*. New Delhi: Rajya Sabha Secretariat

9. Online Article without DOI

1. King, Susan. (2000). Hanna-Barbera cartoons return on new boomerang. *Los Angeles Times*. Retrieved from <http://articles.latimes.com/2000/apr/01/entertainment/ca>
2. Kochhar, R.K. (1992). English Education in India-Hindu Anamnesis versus Muslim Torpor. *Economic & Political weekly*. XXVII (48). Retrieved from <http://www.epw.in/special-articles/english-education-india-hindu-anamnesis-versus-muslim-torpor.html>
3. Pearce, Fred. (2014) Almost half of new electricity is now clean and green. Retrieved from <http://www.newscientist.com/article/>

10. Online Newspaper Article

1. Kulandaiswamy, V.C. (2005, May 18). Reconstruction of higher education in India. *The Hindu*. Retrieved from <http://www.hindu.com>

2. Rajshekhar, M. (2012, April 5). India's forests are in serious decline, both in numbers and health. *Economic Times*. Retrieved from <http://articles.economictimes.indiatimes.com>
3. Singh, Binay. (2013, August 8). Malnutrition is India's silent emergency: Report. *Times of India*. Retrieved from <http://timesofindia.indiatimes.com>

11. Research / Technical report from a website

1. Department for Business Innovation & Skills. (2016). Success as a knowledge economy: Teaching excellent, social mobility and student choice [White paper]. Retrieved May 30, 2019, from https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/523396/bis-16-265-success-as-a-knowledge-economy.pdf
2. UNICEF. Women in transition: the MONEE project CEE/CIS/ Baltics regional monitoring report no 6. Florence: UNICEF, 1999. Retrieved May 30, 2020, from <http://www.unicef-irc.org/publications/pdf/monee6sume.pdf> (July 1999).
3. United Nations High Commission for Refugees (UNHCR). Reproductive health in refugee situations, an inter-agency field manual. Geneva: UNHCR, 1999. Retrieved April 30, 2020, from <http://www.unhcr.org/403a0f6c8.pdf> (1999)

12. Article from website e-journal

1. Omachinski, Kim M. (2013). Communication and cultural implications of short term study abroad experience on engineering students. *Connexions*, 1(2), 43-77. Retrieved April 30, 2014, <http://connexionsj.files.wordpress.com/2013/09/omachinski.pdf>
2. Soobben, Deseni. (2013). Photographic Representation of Women in the Media: A Case Study of the Post. *Online Journal of Communication and Media Technologies*, 4(2), 36-59. Retrieved May 2, 2014, http://www.ojcm.net/special/jan_2013/3.pdf

13. Online and Social Media References:

1. APA Databases [@APA_Databases]. (2020, September 2). We have curated a collection of journal articles from APA PsycArticles on #COVID19. View: <https://bit.ly/2QrWj76> for recent coverage [Image attached] [Tweet]. Twitter. https://twitter.com/APA_Databases/status/1301175576703664128
2. News From Science. (2019, June 21). Are you a fan of astronomy? Enjoy reading about what scientists have discovered in our solar system—and beyond? This [Image attached] [Status update]. Facebook. <https://www.facebook.com/ScienceNOW/photos/a.117532185107/10156268057260108/?type=3&theater>

3. Little, J. [j450n_1]. (2018, December 12). I'm the first person in the world with a neural-enabled prosthetic hand. Using a specialised prosthetic and a device implanted [Online forum post]. Reddit. https://www.reddit.com/r/AMA/comments/a5jxbe/im_the_first_person_in_the_world_with_a/
4. We created our survey using Google Forms (<http://forms.google.com>)
5. Toner, K. (2020, September 24). When Covid-19 hit, he turned his newspaper route into a lifeline for senior citizens. CNN. <https://www.cnn.com/2020/06/04/us/coronavirus-newspaper-deliveryman-groceries-senior-citizens-cnnheroes-trnd/index.html>
6. World Health Organization. (2018, May 24). The top 10 causes of death. <https://www.who.int/news-room/fact-sheets/detail/the-top-10-causes-of-death>.

14. Email

1. Kaleem Ullah Khan (personal communication, October 15, 2019)
2. Medhavi Gupta (personal communication, April 29, 2019)
3. Sabbah Haji (personal communication, August 30, 2019)

15. Handout / Press Releases

1. Environmental Protection Agency. (2021, January 6). EPA Releases Briefing Paper on Renewable Energy Waste Management. [Press Release]. Retrieved from <https://www.epa.gov/newsreleases/epa-releases-briefing-paper-renewable-energy-waste-management>
2. Press Information Bureau. (2021, January 10). PM Congratulates the nation on vaccine approval of Serum Institute of India and Bharat Biotech. [Press Release]. Retrieved from <https://pib.gov.in/PressReleaseDetail.aspx?PRID=1685763>

PROJECT PROPOSAL PROFORMA

Candidate's information (to be filled by the candidate)

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Programme No.

Address

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Regional Centre

Study Centre Name

Study Centre Code

Title of the Project.....

(enclose the proposal/synopsis of the project)

(By The Supervisor)

I hereby certify that the proposal for the project entitled (Name of the Project)

By (name of the candidate) has been prepared

after due consultation with me. I agree to supervise the above-mentioned project until its completion.

(Signature of the Supervisor)

Name

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[Sample Format of Cover Page of the Dissertation]

Dissertation Title

Submitted in partial fulfilment of the requirements for the degree of
Master of Arts in Journalism and Mass Communication

by

Name of the Candidate

(Roll Nos. _____)

Supervisor :



School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi - 110068
(Year)

Declaration

I hereby declare that the work embodied in this dissertation entitled “.....” has been carried out by me under the supervision of, *Designation*, School of Journalism and New Media Studies, Indira Gandhi National Open University. This has not been submitted for any degree either in part or in full to this university or any other university.

This is my original research work which I have done under the guidance and supervision of my guide.

Signature

Student name

Date

[Format - Certificate from the Supervisors CERTIFICATE]

This is to certify that the dissertation entitled (Title of the Dissertation) submitted by (Name of the student) having Roll Number (Enrolment Number of the Student) for the partial fulfilment of the requirements of Master of Arts in Journalism and Mass Communication Degree of the School of Journalism and New Media Studies of IGNOU, embodies their original work carried out under my/our supervision.

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Date: _____

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