

Project Work Manual**for****P.G. Diploma in Development Communication (PGDDC)****MA in Development Journalism (MADJ) 1st year***(Effective from January 2025 Batch Onwards)***Option 1: Internship****Option 2: Development-Based Research Project****School of Journalism and New Media Studies****Indira Gandhi National Open University
Maidan Garhi, New Delhi –110068**

“Education is a liberating force, and in our age it is also a democratizing force, cutting across the barriers of caste and class, smoothing out inequalities imposed by birth and other circumstances” - Indira Gandhi

Programme Coordinator | Dr. Ramesh Yadav, Faculty of SOJNMS

Email Id: pgddc2021@gmail.co | madj@ignou.ac.in

<http://ignou.ac.in/ignou/aboutignou/school/sojnms/introduction>

Programme Structure :

P.G. Diploma in Development Communication (PGDDC) and 1st year of MA in Development Journalism (MADJ)

S. No.	Course Code	Title of Course	Credits
1	MDC-001	Fundamentals of Development and Communication	6
2	MDC-002	Human Development and Communication	6
3	MDC-003	Media in Development Communication	6
4	MDC-004	Development Journalism for Social Change	6
5	MDC-005	Development Information and Communication Technologies	6
6	MDC-006	Media and Communication Theories	6
7	MDCP-006	Internship or Development based Research Project	4
		Total credits	40

Introduction

The MA in Development Journalism is a two-year programme. The first-year programme is titled PG Diploma in Development Communication and includes the following theory courses: MDC-001: Fundamentals of Development and Communication, MDC-002: Human Development and Communication, MDC-003: Media in Development Communication, MDC-004: Development Journalism for Social Change, MDC-005: Development Information and Communication Technologies, and MDC-006: Media and Communication Theories. In addition to these, MDCP-006 is offered as an Internship or Development-Based Project Work component.

The second-year theory courses include MDJ-001: Health Journalism, MDJ-002: Environmental Journalism, MDJ-003: Development Through Digital Media, MDCE-006: Research Methods in Development Communication, MRDE-203: Communication and Extension in Rural Development, and MGSE-010: Gender and Entrepreneurship Development. In addition to these, students are required to choose one elective project course from the following options: MDJP-004: Dissertation or MDJP-005: Production Portfolio.

After successful completion of the first-year courses, the learner has the option to exit the programme and earn a Postgraduate Diploma in Development Communication (PGDDC). The MA in Development Journalism programme carries a total of 80 credits, with 40 credits allocated to the first year and 40 credits to the second year.

The courses are designed in such a way that learners are introduced to the theoretical perspectives of Development Communication. You will be encouraged to explore these concepts by linking development-based research projects or internships to development programmes, communication research, development planning, policy frameworks, project formulation, implementation, monitoring, and evaluation.

The work conducted will also involve aspects such as publicity of development programmes, advocacy, campaigns, and communication strategies. Strengthening development initiatives and perspectives at various levels, as well as analysing the policies of government institutions, international agencies, and NGOs from a development perspective, will be key contributions expected from learners. These objectives are integrated into the course MDCP-006, which focuses on Internship or Development-Based Research Project Work.

Guidelines for Option 1: Internship

Objectives:

By the end of the internship or development-based research project, learners will be able to:

1. Analyse and apply development communication theories and methodologies to investigate communication practices used by development agencies, NGOs, government bodies, and media organizations.
2. Examine organizational processes and workflows within development settings through direct observation and participation in programme planning, implementation, monitoring, and evaluation.
3. Develop and refine communication tools and techniques by conducting field research, report writing, data collection, and multimedia documentation relevant to development projects.
4. Design and evaluate strategic communication interventions, including advocacy campaigns and media content, aimed at addressing specific development challenges in real-world contexts.
5. Assess the impact of field engagement on development communication outcomes, policy implementation, and institutional practices through empirical research.
6. Formulate clear, focused research questions and objectives aligned with broader development goals such as public awareness, empowerment, and social change.
7. Apply appropriate qualitative and quantitative research methods to plan and execute structured fieldwork or project activities within specified timelines and ethical guidelines.
8. Collect, analyze, and interpret primary and secondary data to generate evidence-based insights for development communication strategies.
9. Identify and utilize academic and institutional resources effectively to address challenges encountered during research or fieldwork.
10. Prepare a comprehensive research report that adheres to academic standards, submission requirements, and critical evaluation criteria, demonstrating analytical rigor and practical relevance.

Learning Outcomes:

By the end of the internship or development-based research project, learners will be able to:

1. Apply foundational concepts and communication theories to critically analyze development issues and understand the role of communication in fostering social change and participatory development.
2. Design and implement strategic communication interventions that address key human development challenges—such as health, education, gender equality, and sustainable livelihoods—utilizing appropriate media tools and participatory approaches.
3. Communicate effectively with diverse stakeholders at multiple levels within development projects, demonstrating clarity, cultural sensitivity, and purpose-driven messaging.
4. Develop, adapt, and tailor communication content—including print, digital, and visual media—based on the informational needs of varied audiences such as local communities, NGOs, and policy-makers.
5. Conduct field-based reporting and documentation using ethically sound, context-appropriate qualitative research methods such as interviews, observations, and case studies.
6. Critically assess and utilize media and Information and Communication Technologies (ICTs)—including mobile platforms, social media, and community radio—to enhance development communication, awareness-building, and digital inclusion.
7. Produce or critically analyze development journalism content that adheres to ethical standards, highlights underrepresented voices, and promotes constructive social discourse.
8. Contribute effectively to advocacy, policy communication, and behavior change initiatives by crafting persuasive messages and supporting campaigns at grassroots and institutional levels.
9. Demonstrate professionalism, adaptability, and collaborative skills while working in real-world development settings, engaging with community members, field practitioners, and institutional partners.
10. Integrate theoretical knowledge with practical field experience to generate evidence-based insights, develop informed recommendations, and contribute meaningfully to development communication research and practice.

Time Frame for Internship & Development- Based Research Project
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The Internship or Development-Based Research Project Work, worth 4 credits each, requires learners to complete a total of 120 hours of academic engagement, in accordance with IGNOU norms. One credit equals 30 study hours, which includes time spent on counselling, reviewing reading materials, conducting research activities, and writing the final report.

Learners are expected to devote 120 hours for each research project, which involves multiple stages such as developing the research proposal, discussing and finalising the proposal, reviewing relevant literature, collecting primary and secondary data, analyzing and interpreting the data, and preparing the final research report.

Out of the total 120 hours, approximately 100 hours should be allocated to active engagement within a development organization or research field, where learners participate in fieldwork, communication-related assignments, data collection, and professional interactions. If a learner dedicates an average of 4 hours per day, this field engagement can be completed over a minimum of 25 working days.

The remaining 20 hours are designated for supplementary academic activities, which may include reviewing academic literature, consulting with counsellors for guidance and clarification, and writing, editing, and finalising the project report. These academic tasks may be undertaken either concurrently with the fieldwork or during the concluding phase of the project, based on the learner's work plan and progress.

Overall, the project work is structured to be completed within a 30-day period, offering learners adequate time for systematic field engagement, academic research, and report writing, while meeting the academic credit requirements and maintaining the academic rigour of IGNOU's postgraduate curriculum.

About Project Work :

The Post Graduate Diploma in Development Communication (PGDDC) and the MA in Development Journalism programmes consist of 7 courses in the first year. The programme carries a total of 40 credits, including 6 theory courses of 6 credits each and one project work component worth 4 credits

MDCP-006 refers to the project work component. Students are provided with two options:

- 1. Internship**
- 2. Development-Based Research Project work**

Option-1: Internship

Students opting for an internship are advised to do so with the following types of development agencies:

- International Development Agencies
- National Development Agencies
- Private Sector Organizations
- Public Sector Organizations
- NGOs
- Development Agencies working under the Union or State Governments of India

Please note that IGNOU does not organize or facilitate any kind of internship programme. Students are responsible for identifying and approaching suitable development agencies in their local area for internship opportunities.

Option-2: Development-Based Research Project Work

Students who choose not to pursue an internship may opt to undertake a development-based research project as an alternative.

Process for Internship and Development-Based Research Project

Details about how to carry out the internship or development-based research project are provided in the project handbook. Students are strongly advised to thoroughly read and follow the guidelines outlined in the handbook before starting the project work.

Guidelines for Option-1: Internship

The School of Journalism and New Media Studies, Indira Gandhi National Open University (IGNOU), Maidan Garhi, New Delhi, does not directly provide any formal internship programme, nor does it maintain a list of development agencies for internship placement. The School is also not affiliated with or formally associated with any organization for the purpose of facilitating internships.

Students are advised to independently seek internship opportunities by leveraging their own networks or exploring options available within their local area or region. In cases where students are either not interested in pursuing an internship or are unable to identify or approach suitable development organizations in their vicinity,

it is recommended that they opt for Option 2: Development-Based Research Project Work as an alternative.

Here, we are discussing and explaining the internship programme in a step-by-step manner. Students should note that these are the official guidelines for the Internship or Development-Based Research Project Work for the Post Graduate Diploma in Development Communication (PGDDC) and the first year of the MA in Development Journalism (MADJ). Students undertaking this project work are expected to read these guidelines carefully and follow them strictly.

Types of Organisation for Internship

Students may undertake their internship with a variety of development-focused organisations, including:

A. International Organisation:

- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- United Nations Development Programme (UNDP)
- United Nations Children's Fund (UNICEF)
- United Nations Population Fund (UNFPA)
- International Fund for Agricultural Development (IFAD)
- United Nations Environment Programme (UNEP)
- World Food Programme (WFP)
- World Health Organization (WHO)

B. Other Development Institutions:

- Government departments (e.g., Ministry of Rural Development)
- International or local NGOs
- Development programmes and projects focused on communication
- Media organisations with a rural or development communication focus
- Academic or research institutions

- Global media organisations involved in development reporting

Internship Goals :

As a development communication intern, your goals should be to:

- Apply the knowledge and skills acquired during the programme to practical development work
- Understand the design and implementation of communication strategies in development settings
- Contribute effectively to awareness, advocacy, and outreach initiatives
- Strengthen your competencies in writing, media production, public speaking, research, and campaign planning
- Cultivate a strong professional work ethic and reflect on your personal and professional growth.

Types of Internships in Development and Communication:

The following internship categories are the most suitable and commonly offered roles for students pursuing Development Communication programmes. Each type aligns with specific communication functions within development agencies. Students may choose an internship based on their interests, skillsets, and the needs of the host organization.

1. Advocacy and Campaign Communication :

This internship focuses on supporting public awareness, advocacy, and behaviour change campaigns related to development themes such as health, education, climate change, and gender equality. Interns contribute to campaign messaging, stakeholder engagement, media planning, and event coordination.

Key Tasks:

- Drafting content for advocacy campaigns and thematic days
- Supporting press conferences, outreach programmes, or webinars
- Engaging influencers and stakeholders to promote campaign objectives

Skills Developed:

Strategic communication, media engagement, public outreach

2. Documentation and Knowledge Management:

Interns in this role assist in capturing, organizing, and disseminating key project learnings and experiences. This includes creating written and visual content for reports, donor communications, and internal learning purposes.

Key Tasks:

- Writing case studies, reports, feature stories, and blogs
- Managing photos, videos, and other project documentation
- Supporting the development of knowledge products and content libraries

Skills Developed:

Writing, editing, storytelling, knowledge organization

3. Field Communication and Community Outreach :

This internship involves working directly with communities to support field-level communication and participatory engagement. Interns help document local voices, support events, and adapt content for grassroots audiences.

Key Tasks:

- Collecting community stories and visuals through interviews or field visits
- Supporting communication activities at local events or training sessions
- Translating or simplifying technical content for local use

Skills Developed:

Participatory communication, intercultural communication, field documentation

4. Digital and Social Media Communication :

This role supports the digital engagement strategies of development organizations. Interns help manage social media platforms, design digital content, and track online campaign performance.

Key Tasks:

- Creating posts, videos, reels, and infographics for platforms such as Facebook, Instagram, LinkedIn, and Twitter (X)

- Drafting content calendars and social media copy
- Monitoring analytics and reporting engagement metrics

Skills Developed:

Digital storytelling, social media management, content creation

5. Training and Extension Communication :

This internship emphasizes educational communication, particularly in the context of community outreach and training. Interns help design and deliver instructional materials for workshops, capacity-building programmes, and extension services.

Key Tasks:

- Designing flipcharts, posters, presentations, and manuals
- Supporting training sessions or community workshops
- Adapting technical content for low-literacy or multilingual audiences

Skills Developed:

Instructional design, educational communication, material localization

6. Research and Monitoring Communication :

Interns in this category assist with research, monitoring, and evaluation activities that focus on communication strategies. They help assess the effectiveness of communication tools and support evidence-based planning.

Key Tasks:

- Conducting surveys, interviews, and focus group discussions
- Evaluating media campaigns and IEC materials
- Preparing research briefs, reports, and infographics

Skills Developed:

Data collection, communication analysis, research writing

<h3>Post- Internship Requirements</h3>

A. Final Report Structure

After completing the internship, students are required to submit a final report. The report should include the following sections:

1. Title Page
2. Acknowledgements
3. Executive Summary
4. Introduction to the Host Agency
5. Objectives of the Internship
6. Description of Tasks and Responsibilities
7. Skills and Knowledge Acquired
8. Challenges Encountered
9. Recommendations for Future Interns
10. Conclusion
11. Appendices (e.g., photographs, samples of work, certificates, etc.)

Table of Contents

1. Introduction
2. Purpose of the Internship
3. Learning Outcomes
4. Internship Eligibility and Duration
5. Internship Placement Process
6. Roles and Responsibilities
7. Code of Conduct
8. Documentation and Reporting
9. Evaluation Criteria
10. Post-Internship Requirements

11. Annexures and Templates

SUBMISSION OF PROJECT WORK

Learners are required to prepare **two copies** of their Project Work. Submit **only one copy**, along with a cover letter, to the address mentioned below for evaluation:

Assistant Registrar (Project Section)
Student Evaluation Division (SED)
Project Section, Block 3
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068

Kindly retain one copy of your Project Work for your records, as the submitted copy will **not** be returned. The Project Work must include the declaration forms provided in **Annexures 'A' and 'B'**, signed by **learner**.

Please note that the Project Work is a component of the **Term-End Examination (TEE)**. The evaluation carries a total of **100 marks**.

Project Work can be submitted **throughout the year**. However, the evaluation will align with the following schedule:

For June Term-End Examination	For December Term-End Examination
Submitted 1st January and 30th June	1st July and 31st December

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ANNEXURE for PGDDC

(Sample Format of the Cover Page for the Internship)

Project Work : MDCP-006

On

Title.....

**Submitted in partial fulfilment of the requirement for the
PG Diploma in Development Communication (PGDDC)**

By

Name:.....

Enrolment No.....

School of Journalism and New Media Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi –110068

(Sample Format of the Cover Page for the Internship)

Project Work : MDCP-006

On

Title.....

Submitted in partial fulfilment of the requirement for the

MA in Development Communication (MADJ)

By

Name:.....

Enrolment No.....

School of Journalism and New Media Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi –110068

(Format : Certificate of Originality)

Certificate of Originality

I hereby declare that the project work titled “.....” being submitted for the partial fulfilment of the requirements for the award of the Post Graduate Diploma (Development Communication) / M.A. (Development Journalism) (1st Year), School of Journalism and New Media Studies (SOJNMS), Indira Gandhi National Open University (IGNOU), is my original work.

This project work is purely original and has not been copied, plagiarized, or generated using AI tools. It has not been submitted previously to this or any other University/Institution for the fulfilment of the requirement of a course of study.

Signature of Student

Place :

Date :

.....**END**.....

Guidelines for Option 2

Development-Based Research Project

Guidelines for Option 2: Development-Based Research Project

Students who choose not to pursue an internship may opt for a development-based research project as an alternative. The process for undertaking the development-based research project is detailed in the project guidelines. Students are strongly advised to read the guidelines carefully and adhere to them before commencing their project work.

Purpose of the Research Project

The purpose of the Development-Based Research Project is to provide learners with the opportunity to integrate and apply theoretical knowledge from key areas of development communication to real-world social contexts. Drawing from the core courses - Fundamentals of Development and Communication, Human Development and Communication, Media in Development Communication, Development Journalism for Social Change, Development Information and Communication Technologies, and Media and Communication Theories - the project aims to foster analytical, practical, and research skills essential for addressing development challenges through strategic communication.

Specifically, the research project is designed to:

1. Encourage critical exploration of communication models and their relevance to participatory and inclusive development.
2. Investigate how communication processes influence human development outcomes in areas such as health, education, gender equity, and sustainable livelihoods.
3. Analyze the role of various media platforms and ICTs in promoting development awareness, behavior change, and civic engagement.
4. Examine the impact of development journalism in shaping public discourse, amplifying marginalized voices, and influencing policy and social change.
5. Facilitate the application of media and communication theories to assess the effectiveness of communication strategies within development initiatives.

Through this project, learners will gain field-based insights and develop evidence-based recommendations that contribute to the evolving field of development communication, bridging the gap between theory and practice.

Research Objective :

1. **To investigate how communication functions as a catalyst for development**, analysing the application of various communication models—from participatory to top-down—in grassroots and community-based initiatives.
2. **To explore the role of communication strategies in advancing human development goals**, with a focus on fostering awareness, behaviour change, and empowerment in key sectors such as health, education, gender equality, and livelihoods.
3. **To analyse the effectiveness of diverse media platforms**—including print, broadcast, digital, and community media—in shaping development narratives, influencing public opinion, and engaging target audiences in development discourse.
4. **To examine the influence of development journalism on social change**, assessing how storytelling, investigative reporting, and advocacy impact policy-making, amplify marginalized voices, and foster democratic participation.
5. **To evaluate the contribution of Information and Communication Technologies (ICTs)** in bridging the development divide, particularly in enhancing access to governance, education, agriculture, and public services through innovative communication practices.

FORMULATION OF THE PROJECT PROPOSAL

Your project proposal serves as a detailed outline of what you intend to study and how you plan to carry out the research. The first step in developing the proposal is identifying a suitable theme for your project work. Clearly specifying the central theme, time frame, and relevant dimensions will help you finalize an appropriate and focused project title. As far as possible, the title should be narrowed down and made specific.

To assist in selecting a theme, a list of broad topic areas is provided on the following two pages. These themes may be refined further by incorporating specific aspects, time periods, and geographical or contextual dimensions.

Please note that the listed themes are not exhaustive. They are intended to serve as illustrative examples. You are encouraged to explore beyond these suggestions or adapt them to better align with your research interests and context.

In summary, the selection of your project theme should be guided by:

- Your interest in a particular area of study; and
- Your aptitude and capacity to effectively undertake research in that area.

The Project Proposal must include the following:

- Title of the Project;
- Objectives of your study;
- Issues/Questions to be raised;
- The kind of data/information required to be gathered;
- Hypothesis, if any, formulated;
- Research Methodology; and
- Expected Outcomes.

PROJECT PROPOSAL

Steps Involved in the MDCP-006 Project Proposal are :

1. Topic Selection: Key Considerations

When selecting a topic for your MDCP-006 project proposal, consider the following factors:

- **Suitability of the Topic:** Ensure the topic is appropriate for academic inquiry and aligns with the scope of the course.
- **Relevance to Development Studies:** The topic should contribute meaningfully to the field of development communication and studies.
- **Time Availability:** Assess the time you have at your disposal to complete the project.
- **Feasibility of Data Collection:** Confirm that data can be collected within the given time frame.

- **Potential Challenges in Data Collection:** Anticipate difficulties and plan strategies to overcome them.
- **Cost of Data Collection:** Consider the financial implications of fieldwork, surveys, or other data-gathering methods.
- **Communication Facilities and Local Language:** Evaluate the accessibility of communication tools and your familiarity with the local language, if applicable.
- **Personal Interest and Engagement:** Choose a topic that aligns with your interests and will keep you engaged throughout the project duration.
- **Familiarity with the Geographic Location:** Select a location you are familiar with and that is easily accessible for fieldwork.

2. Defining Objectives and Methodology

- Clearly define the objectives of your project. These should outline the specific steps you plan to take in conducting the study. Typically, a project may have between three to six objectives.
- The **methodology** should outline:
 - The logical steps of inquiry
 - The type of data or information to be collected
 - The data collection methods to be used
 - The analytical tools—statistical or qualitative—to be employed

3. Ensure Internal Consistency

Your proposal should demonstrate coherence and consistency across the following elements:

- The research questions or issues raised
- The objectives stated
- The hypotheses formulated (if any)
- The methodology outlined

Select the Topic by Considering the Following Points

- Suitability of the topic

- Relevance of the topic to the development & communication studies
- Time available at your disposal
- Feasibility of data collection within the given time limit
- Challenges involved in the data collection and how to meet them
- Cost involved in the data collection
- Communication facilities and local language.
- You should choose an area which is closer to your liking and one which should sustain your interest.
- You must be familiar with the geographical location you wish to base your topic on. It should be easily accessible to you.
- You should write objectives in a manner that specify the steps in undertaking the project work. The aims and objectives may range from three to six.
- The methodology should identify the logical steps of enquiry, the specific data/information to be **gathered**, the data collection method, and the statistical/qualitative tools to analyse the data.
- Consistency should be visible in the questions/issues raised, objective stated, the hypothesis formulated, if any, and the methodology specified in the project proposal.

Suggested list of Project Topics and Themes:

1. Fundamentals of Development and Communication

1. **Title:** *"Grassroots Communication for Development: A Study of Participatory Approaches in Village-Level Sanitation Campaigns"*

Theme: Examines community-based communication strategies in rural sanitation initiatives under Swachh Bharat Mission.

2. **Title:** *"Development Messaging and Social Impact: An Evaluation of IEC Materials in Public Health Programmes"*

Theme: Analyzes the content, design, and effectiveness of Information, Education, and Communication (IEC) materials.

3. **Title:** *"From Policy to People: Communication Strategies in Government Welfare Schemes"*

Theme: Investigates how development communication bridges gaps between government policy and beneficiary awareness.

4. **Title:** *"Folk Media in Development Communication: Reviving Traditional Channels for Modern Goals"*

Theme: Studies the relevance and effectiveness of folk theatre, songs, and storytelling in rural development messaging.

5. **Title:** *"The Role of Communication Campaigns in Behavioral Change: A Case Study of COVID-19 Awareness Drives"*

Theme: Evaluates campaign communication during the pandemic with a focus on effectiveness and message recall.

2. Human Development and Communication

1. **Title:** *"Communication for Change: Interpersonal Communication and Maternal Health Awareness among Rural Women"*

Theme: Focuses on how community health workers use interpersonal communication to influence maternal health practices.

2. **Title:** *"Youth Media Literacy and Social Development: A Study of Digital Awareness in Urban Slums"*

Theme: Explores the impact of digital literacy on youth empowerment and social mobility in underserved communities.

3. **Title:** *"Communicating Disability Rights: A Study of Inclusion and Accessibility in Government Campaigns"*

Theme: Assesses how communication strategies support or exclude persons with disabilities in development narratives.

4. **Title:** *"Migration and Development Communication: A Study of Labour Migrants' Access to Information"*

Theme: Investigates communication gaps faced by internal migrants in accessing social security and rights-based schemes.

5. **Title:** *"Gendered Communication and Human Development: A Study of Adolescent Girls' Media Exposure in Semi-Urban Areas"*

Theme: Analyzes media consumption patterns and their influence on girls' aspirations and self-perception.

3. Media in Development Communication

1. **Title:** *"Media Coverage of Environmental Issues: A Content Analysis of Development-Oriented News in Regional Dailies"*

Theme: Studies how regional newspapers report on sustainability, climate change, and local environmental issues.

2. **Title:** *"Role of Local Radio in Promoting Livelihoods: A Study of Agricultural Programming in Community FM Stations"*

Theme: Evaluates how community radio promotes farming innovations and local entrepreneurship.

3. **Title:** *"Development Agenda in Newsrooms: Challenges of Covering Marginalized Communities"*

Theme: Examines editorial priorities and challenges in reporting issues affecting SC/ST or tribal populations.

4. **Title:** *"Television for Development: An Impact Study of Educational Programming in Government Channels"*

Theme: Analyzes the viewership and educational impact of programmes like 'Swayam Prabha' or DD Gyan Darshan.

5. **Title:** *"Digital Media as a Development Tool: Role of WhatsApp Groups in Community Information Sharing"*

Theme: Studies informal digital communication platforms and their role in facilitating localized development information.

4. Development Journalism for Social Change

1. **Title:** *"Development Reporting in Crisis: Coverage of Farmer Suicides in Indian News Media"*

Theme: Analyzes narrative framing and ethical concerns in reporting agrarian distress.

2. **Title:** *"Investigative Journalism and Social Accountability: Case Studies of Exposés Leading to Policy Reforms"*

Theme: Studies instances where investigative journalism directly impacted governance or policy implementation.

3. **Title:** *"Citizen Journalism for Local Change: A Study of Hyperlocal Reporting in Urban Slums"*

Theme: Explores how non-professional, community-based journalists highlight neglected issues.

4. **Title:** *"Visual Journalism for Development: A Photo-Essay Analysis of Social Campaigns in Print Media"*

Theme: Investigates how photojournalism contributes to public understanding of development concerns.

5. **Title:** *"Framing Development: How Newspapers Represent Poverty, Inequality, and Marginalization"*

Theme: Examines language, imagery, and structure in development reporting and its societal impact.

5. Development Information and Communication Technologies (ICTs)

1. **Title:** *"ICTs for Governance: Impact of E-Governance Portals on Citizen Participation in Rural Areas"*

Theme: Evaluates access, usability, and effectiveness of e-governance platforms like Digital India or CSCs.

2. **Title:** *"Mobile Apps for Farmers: A Study of Adoption and Usage in Agricultural Extension Services"*

Theme: Assesses the success and limitations of agri-tech applications like Kisan Suvidha or mKisan.

3. **Title:** *"Bridging the Education Gap: Effectiveness of EdTech Platforms in Government Schools"*

Theme: Explores digital tools like DIKSHA or BYJU'S and their impact on learning in under-resourced schools.

4. **Title:** *"ICT Interventions for Women Empowerment: Case Studies from Self-Help Groups in India"*

Theme: Investigates how digital literacy and ICT tools enhance participation, decision-making, and enterprise among SHG women.

5. **Title:** *"Digital Divide and Development: Barriers to Internet Access in Remote and Tribal Communities"*

Theme: Analyzes infrastructural, economic, and social challenges in realizing ICT-based development promises.

6. Media and Communication Theories

1. **Title:** *Application of Participatory Communication Theories in Rural Development Campaigns: A Case Study of Community Radio*

This project explores the implementation of participatory communication models in grassroots media platforms such as community radio. It examines their role in facilitating two-way communication and promoting inclusive engagement among rural populations in development initiatives.

2. **Title:** *Framing Development: Analyzing News Media Through the Lens of Agenda-Setting and Framing Theories*

The study investigates how mainstream media frames development issues and prioritizes them in news coverage. It uses agenda-setting and framing theories to assess the media's influence on public perception, societal priorities, and policy discourse related to development.

3. **Title:** *Digital Media and the Diffusion of Innovations: Evaluating ICT Interventions in Agricultural Communication*

This research applies the Diffusion of Innovations Theory to analyze the use of digital platforms in promoting agricultural advancements. The project evaluates how digital communication strategies support the dissemination of innovative farming techniques and the factors affecting adoption among rural farmers.

4. **Title:** *The Role of Cultivation Theory in Understanding Public Perceptions of Development in Television News*

The project investigates the impact of long-term exposure to television news on public understanding of development themes such as poverty, progress, and inequality. Drawing on Cultivation Theory, it examines how repetitive media portrayals shape societal attitudes and perceptions.

5. **Title:** *Analyzing Social Media Campaigns for Development Awareness Through the Two-Step Flow Theory*

This study evaluates how development-related messages are shared and interpreted on social media platforms. Using the Two-Step Flow Theory, it

analyses the role of influencers and opinion leaders in mediating information and influencing public awareness and behaviour concerning development issues.

Guidelines for Project Work

Follow the instructions below carefully when submitting your project proposal.

Prepare **two typed copies** of your project proposal, **duly signed by you**, in the format provided in **Annexure 'A'**. One copy must be sent to the following address:

Programme Coordinator
PGDDC & MADJ (1st Year)
Block No. 15-A
School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068

Retain one copy of the proposal for your own reference, as **submitted documents will not be returned**. Proposals must be sent **only via Registered Post or Speed Post** to ensure secure and confirmed delivery. Once submitted, **do not change the title or wording** of your project topic; the final Project Work must exactly match the title approved in your proposal.

On the **first page** of your proposal, clearly mention the **course name and code (MDCP-006)**, your **Enrolment Number**, and the names of your **Study Centre** and **Regional Centre**. Ensure that the **Performa provided in Annexure 'A'** is filled out **completely and accurately** before submission.

Submission of Project Work Proposal :

After opting for the **Development-Based Research Project** as part of your project work, you are required to submit a **typed copy** of the **project proposal**, along with the **Project Proposal Form (Annexure 'A')** provided in this guideline, to the address mentioned below. The **Programme Coordinator** will review and approve the proposal. Once approved, you may begin your project work. If revisions are suggested by the faculty, you must incorporate the comments and resubmit the revised proposal for approval.

Upon finalizing your topic, you must submit the following documents:

- (a) The **duly filled and self-signed Project Proposal Proforma (Annexure-A)**
- (b) **One typed copy** of the **Project Proposal** (approximately 4–5 pages)

Submit the project proposal to:

**Programme Coordinator
PGDDC & MADJ (1st Year)**

**Block 15 A,
School of Journalism and New Media Studies
IGNOU, Maidan Garhi, New Delhi – 110068**

The following guidelines must be followed by students for the submission of the project proposal.

Project Proposal Submission and Approval Process:

Students must write ‘**Project Proposal MDCP-006**’ on the **top right-hand corner of the envelope** while submitting the proposal. It is strongly advised that students retain a copy of their submitted synopsis for personal records.

Students admitted in the **January session** should submit their project proposal by **1st July to 30th September**, and those admitted in the **July session** should submit it by **1st January to 31st March**. Adhering to these deadlines facilitates the timely approval of the project proposal, the subsequent submission and evaluation of the project report, and the overall completion of the programme. However, since the admission is valid for **three (for PGDDC) to four years (for MADJ)**, students may plan their submissions accordingly while preferably following the recommended timelines.

Communication of Approval

A formal written communication regarding the **approval or non-approval** of the project proposal will be sent to the student **within four weeks** of the receipt of the proposal by the School, through email.

Resubmission of Project Proposal

In case the project proposal is **not approved**, comments and suggestions for revision will be communicated to the student. The **revised proposal** must then be submitted along with the following:

- A revised **Project Proposal Proforma**
- A copy of the earlier (rejected) project proposal
- The **original proforma** bearing the evaluator’s comments

- The **Project Proposal Number (P.P. No.)** previously allotted

Stages of Project Work :

The project work is an independent investigation undertaken by the student to demonstrate organized academic effort. The primary objective is to enable students to critically analyse real-life situations and apply the theoretical knowledge gained through various courses of the Post Graduate Diploma in Development Communication (PGDDC) and the first year of the MA in Development Journalism (MADJ). It serves as a practical application of the principles and concepts covered during the programme, addressing contemporary issues in development and communication studies.

The project carries a weightage of **4 credits**, and students are expected to dedicate approximately **120 hours** of total effort to complete it. The final report should be between **10,000 to 12,000 words** (approximately **60 to 70 pages**). Students should carefully consider this requirement when selecting a project theme and ensure that their research remains focused and concise within the given word limit.

The project may be written in **English**, and it is recommended that the final submission be **typed and properly bound**. For guidance on research methods, data collection, analysis, and report writing, students should refer to the course **MDCE-006**. A soft copy of this course is available on the **e-Gyankosh** portal.

The project work progresses through several stages, which are outlined in the subsequent sections.

Identification of Data Requirement :

As part of your project work, you are expected to examine a specific problem or issue using either quantitative or qualitative data. Identifying relevant data is a crucial first step. The data you collect must align with the objectives of your study and help address the key questions or hypotheses outlined in your project proposal. To do this effectively, you must determine the variables that require data collection and assess the availability and relevance of data in your chosen field.

You are advised to thoroughly review the course **MDCE-006: Research Methods in Development Communication**, which provides comprehensive guidance on data collection, analysis, and report writing. A soft copy of the course is available at <https://egyankosh.ac.in/handle/123456789/104193>. Pay close attention to each unit in the course to strengthen your methodological foundation.

When using existing literature or secondary data, you must document key details, such as:

- The full title of the document, book, journal, or report
- The author or publishing agency
- Date/year of publication
- Edition, place of publication, and publisher (for books or articles)
Additionally, assess the credibility of the data by noting who collected it, when, and the extent of its reliability.

Sources for Literature Review:

Your literature review may include sources ranging from government reports and institutional publications to books, academic journals, newspapers, and web-based articles. These resources help you understand the existing knowledge base and identify gaps that your study aims to address. They also guide the formulation of your research framework and methodology.

Data Collection Methods :

If your study requires primary data, begin by clearly defining what data you need and why. Choose an appropriate method for data collection based on your research objectives and target respondents. Some important considerations include:

- Design and structure of your questionnaire or interview schedule
- Suitability of the chosen data collection techniques
- Execution of fieldwork, including supervision and monitoring
- Process of data recording, verification, and quality control

Ensuring the reliability and validity of your data is essential for drawing meaningful conclusions.

Data Analysis

Once data is collected and organized, the next step is to analyse it using appropriate statistical or qualitative methods. Depending on your study's goals, you may apply techniques such as percentages, mean, correlation, regression analysis, or thematic analysis. Course **MDCE-006**, particularly **Block 4**, provides useful guidance on analytical techniques and tools.

You may also use computer software for data analysis to enhance accuracy. Apply statistical tests discussed in **Unit 13 of Block 4** to ensure the reliability of your results.

Writing the Project Work :

Originality and clarity are essential elements of your project. Your report is not simply a narrative or personal reflection—it is a structured academic document that reflects your analytical ability and communication skills.

Here are key guidelines for writing the project:

- The report should be **10,000 to 12,000 words** (approximately **60–70 pages**)
- Projects can be written in **English**.
- Structure the report into **4 to 5 chapters**, with subsections where appropriate
- Begin with an **introduction**, followed by **objectives**, a **methodology section**, and a **literature review**
- Clearly describe your **methodology**, which includes theoretical perspective, data collection techniques, and tools of analysis
- Present your **findings chapter-wise**, aligning them with your research objectives
- Include a **summary** at the end of each chapter to reinforce key arguments
- Maintain logical consistency and linkage between sections
- Keep your language simple, with short sentences and clear expression
- Support your arguments with **maps, photographs, diagrams, or illustrations**, giving proper citations

Use the following sequence for organizing your report:

1. **Cover Page** – Include project title, your name, enrolment number, address, and year (see Annexure D)
2. **Contents Page**
3. **List of Tables, Maps, and Figures**
4. **Acknowledgements Page**

5. **Signed copies of Annexures B**
6. **Original Project Proposal Approval Form (Annexure A)**
7. **List of Abbreviations** (arranged alphabetically)
8. **Main Body of the Project Report**

Guidelines for Preparation of Project Work :

While the general structure outlined above applies to all students, individual supervisors may recommend a suitable sequence of chapters based on the nature of the topic. However, apart from the organization of chapters, the formatting requirements must be maintained uniformly across all project submissions to ensure consistency and standardization.

Structure of the Project Work

The Project Work should be presented in clearly defined chapters, beginning with an *Introduction* and concluding with *Summary and Conclusions*. Each chapter must have a precise title that accurately reflects its content. Chapters may be divided into sections, subsections, and sub-subsections to organize the material logically and emphasize key points.

Each Project Work must include the following components, in sequence:

- Title Page (as per Annexure D)
- Approved Project Proposal Proforma (Annexure A)
- Certificate of Originality signed by both the student and the supervisor (Annexures B & C)
- *Introduction* (including objectives and the problem statement)
- *Research Methodology* (describing the locale, sampling, data collection instruments, and statistical tools used)
- *Results and Discussion*
- *Summary and Conclusions*
- *References*
- *Appendices* (if applicable)

Note: For detailed guidance on data collection, analysis, and report writing, refer to Course MDCE-006. The soft copy is available at: <https://egyankosh.ac.in/handle/123456789/104193>

Introduction

The first chapter, titled *Introduction*, should introduce the topic of study, establish its context, provide a clear rationale, and explain the significance of the chosen topic. It should also define the objectives and clearly state the research problem.

Review of Literature

Typically forming Chapter 2, the *Review of Literature* provides a critical evaluation of existing literature relevant to the topic. This chapter should highlight the scope, focus, and findings of previous studies, identify research gaps, and demonstrate how the current project will contribute new insights or dimensions to the subject.

Research Design / Methodology

This chapter should detail the objectives of the study, the overall research approach (quantitative and/or qualitative), the methodology adopted, tools and techniques used, sample selection, and data analysis methods. Clarity and coherence in the presentation of these elements are essential.

Findings and Discussion

This section presents the findings of the study with appropriate subheadings corresponding to the research objectives. Tables and figures should be inserted immediately after their first reference in the text. Short tables and figures (occupying less than half a page) should appear within the main text, while larger ones may be placed on separate pages.

Summary and Conclusions

This final chapter should begin with a concise summary of the research work carried out. The conclusions should be based on the analysis presented in the previous chapter and must be listed clearly, with each point stated separately. The chapter should also indicate possible areas for future research.

References

The *References* section should follow the *Appendices*, or the *Summary and Conclusions* if no appendices are included. Students are advised to use **APA Style** (recommended for MDCE-006 and MDCP-007) consistently throughout the project. Each reference should include:

- Full names and initials of authors
- Full title of the article/book/report
- Name of the journal or publisher
- Volume and issue number (if applicable)
- Page numbers
- Year of publication

For online sources, include the author(s), title of the article, full URL, and date of last access. Personal communications should include the name of the person, title (if any), and date of the communication.

Appendix

Detailed information such as raw data, extended derivations, and supporting material should be presented in separate appendices. Each appendix should be numbered using Roman numerals (e.g., *Appendix I, II, III, IV*). Materials such as copies of questionnaires, interview schedules, focus group discussion formats, and sample data sheets should be included here.

Project Work Format

Paper Size

- Use standard A4-size white sheets.
- Printing should be done on one side of the paper only.

Font Details

- APA Style permits a variety of fonts. Acceptable options include:
 - Sans serif fonts: 11-point Calibri, 11-point Arial, or 10-point Lucida Sans Unicode.
 - Serif fonts: 12-point Times New Roman, 11-point Georgia, or 10-point Computer Modern (default for LaTeX).
 - For Hindi typing, use an appropriate 12-point font.
- The chosen font style and size should be used consistently throughout the document, except for figures, where sans serif fonts ranging from 8 to 14 points may be used.

Line Spacing

- Use 1.5-line spacing for the main body text.
- Use single spacing for tables, figures, and references.

Page Numbering

- Use your word processor's page-numbering function.
- Page numbers should appear in the top right corner of each page.
- The title page is numbered as Page 1.

Running Head

- Include a running head on each page, aligned to the left margin.
- The running head must be in all capital letters, not exceeding 50 characters including spaces and punctuation.
- Avoid abbreviations in the running head. The ampersand (&) may be used instead of "and" if necessary.

Headings

- APA Style allows five levels of headings:
 - **Level 1:** Centered, Bold, Title Case
 - **Level 2:** Left-Aligned, Bold, Title Case
 - **Level 3:** Left-Aligned, Bold Italic, Title Case
 - **Level 4:** Indented, Bold, Title Case, Period. Begin text on the same line.
 - **Level 5:** Indented, Bold Italic, Title Case, Period. Begin text on the same line.
- The number of heading levels should be based on the length and complexity of the project. Use only the levels necessary to organize your content effectively.

Margins

- Maintain 1.5-inch margins on all sides of each page.

Paragraph Alignment

- Align text to the left margin only.
- Do not justify text to both margins (avoid full justification).
- Avoid inserting manual hyphenations at the end of lines. Automatic breaks in long URLs (e.g., DOI links) are acceptable.

Binding

- All evaluation copies of the Project Work must be submitted in hardbound form.
- The cover should be black in color.
- Use the format provided in **Annexure D** for the front cover.
- All cover page text should be in embossed format.

Additional Components

- **Declaration Sheet:** Include signed copies of **Annexures B & C**.
- **Approval Sheet:** Attach the approved Project Proposal using **Annexure A**.
- **Abstract:** A brief abstract (approximately 100 words) summarizing the key aspects of the Project Work should be placed immediately after the Approval Sheet.
- **Index Page:** Provide a table of contents listing all chapters with corresponding page numbers.
- **List of Figures and Tables:** After the index page, include a separate list of all figures and tables used in the project.

Citation and Referencing Style

- All in-text citations and references should conform to the **APA (American Psychological Association) Style**.
- Examples of in-text citations:
 - **Parenthetical:** (Grady et al., 2019)
 - **Narrative:** Grady et al. (2019)
 - **Multiple sources (parenthetical):** (Butler, 2017; Sanchiz et al., 2017; Stegmeir, 2016)

- **Multiple sources (narrative):** Butler (2017), Sanchiz et al. (2017), and Stegmeir (2016)
- **Institutional (parenthetical):** (National Cancer Institute, 2019)
- **Institutional (narrative):** 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) Perloff, 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 or 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, Article 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 a 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*, p. 12.
2. Shrivastava, V., & Baruah, S. (2012, April 2). CBSE launches mass media studies after 10th class. *Hindustan Times*, p. 3.
3. Tracy, M. (2019, July 9). Newsrooms face a changing climate. *The New York Times*, p. 1.

5. Books – One Author

1. Berger, A. A. (2011). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. SAGE Publications.
2. Hayes, A. F. (2020). *Statistical methods for communication science*. Taylor & Francis.
3. Priest, S. H. (2010). *Doing media research: An introduction*. SAGE Publications.
4. Reinard, J. C. (2006). *Communication research statistics*. SAGE Publications.

6. Books – Multiple Authors

1. Bracken, C. C., Pettey, G., & Pask, E. B. (2017). *Communication research methodology: A strategic approach to applied research*. Taylor & Francis.
2. Chomsky, N., & Herman, E. S. (2010). *Manufacturing consent: The political economy of the mass media*. Random House.
3. Hansen, A., & Machin, D. (2018). *Media and communication research methods*. Red Globe Press.

4. Puppis, M., & Just, N. (Eds.). (2019). *The Palgrave handbook of methods for media policy research*. Springer International Publishing.

7. Edited Books

1. Allen, M. (Ed.). (2017). *The SAGE encyclopedia of communication research methods*. SAGE Publications.
2. Jamieson, K. H., Kahan, D., & Scheufele, D. A. (Eds.). (2017). *The Oxford handbook of the science of science communication*. Oxford University Press.
3. Jensen, K. B. (Ed.). (2020). *A handbook of media and communication research: Qualitative and quantitative methodologies* (2nd ed.). Routledge.

8. Book Chapters

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.

9. Government Reports

1. Ministry of Human Resource Development. (2001). *Convention on the Rights of the Child (First Periodic Report)*. Department of Women and Child Development.
2. Parliament of India. (2002). *Joint Committee on the Stock Market Scam and Matters Relating Thereto* (C.B. No. 462). Lok Sabha Secretariat.
3. Parliament of India. (2012). *Rajya Sabha and Its Secretariat: A Performance Profile—2012* (F. No. RS.2/1/2013-PWW). Rajya Sabha Secretariat.

10. Online Articles without DOI

1. King, S. (2000). Hanna-Barbera cartoons return on new Boomerang. *Los Angeles Times*. <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*, 27(48). <http://www.epw.in/special -articles/English-education-India-Hindu-anamnesis-versus-Muslim-torpor.html>
3. Pearce, F. (2014). Almost half of the new electricity is now clean and green. <http://www.newscientist.com/article/>

11. Online E-Newspaper Articles

1. Kulandaiswamy, V. C. (2005, May 18). Reconstruction of higher education in India. *The Hindu*. <http://www.hindu.com>
2. Rajshekhar, M. (2012, April 5). India's forests are in serious decline, both in numbers and health. *The Economic Times*. <http://articles.economictimes.indiatimes.com>
3. Singh, B. (2013, August 8). Malnutrition is India's silent emergency: Report. *Times of India*. <https://timesofindia.indiatimes.com>

12. Research/Technical Reports from Websites

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

13. Articles from Website E-Journals

1. Omachinski, K. M. (2013). Communication and cultural implications of short-term study abroad experiences on engineering students. *Connexions*, 1(2), 43–77. <http://connexionsj.files.wordpress.com/2013/09/omachinski.pdf>
2. Soobben, D. (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. http://www.ojcmt.net/special/jan_2013/3.pdf

14. Online and Social Media References

1. APA Databases [@APA_Databases]. (2020, September 2). We have curated a collection of journal articles... [Tweet]. Twitter. https://twitter.com/APA_Databases/status/1301175576703664128
2. News From Science. (2019, June 21). Are you a fan of astronomy? ... [Status update]. Facebook. <https://www.facebook.com/ScienceNOW/photos/...>
3. Little, J. [j450n_l]. (2018, December 12). I'm the first person in the world with a neural-enabled prosthetic hand... [Online forum post]. Reddit. <https://www.reddit.com/r/AMA/comments/a5jxbe/...>
4. We created our survey using Google Forms. <http://forms.google.com>
5. Toner, K. (2020, September 24). When Covid-19 hit... CNN. <https://www.cnn.com/...>
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>

15. Personal Communication

1. Khan, K. U. (Personal communication, October 15, 2019)
2. Gupta, M. (Personal communication, April 29, 2019)
3. Haji, S. (Personal communication, August 30, 2019)

16. Handouts / Press Releases

1. Environmental Protection Agency. (2021, January 6). *EPA releases briefing paper on renewable energy waste management* [Press release]. <https://www.epa.gov/...>
2. Press Information Bureau. (2021, January 10). *PM congratulates the nation on vaccine approval...* [Press release]. <https://pib.gov.in/PressReleaseDetail.aspx?PRID=1685763>

PROJECT WORK SUBMISSION

Learners are required to prepare **two copies** of their Project Work. Submit **only one copy**, along with a cover letter, to the address mentioned below for evaluation:

Assistant Registrar (Project Section)
Student Evaluation Division (SED)
Project Section, Block 3
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068

Kindly retain one copy of your Project Work for your records, as the submitted copy will **not** be returned. The Project Work must include the declaration forms provided in **Annexures 'B' and 'C'**, signed by **learner** .

Please note that the Project Work is a component of the **Term-End Examination (TEE)**. The evaluation carries a total of **100 marks**, distributed as per the criteria below. Along with the cover letter, you must also enclose your **Supervisor's Remuneration Bill** for guiding the Project Work.

Project Work can be submitted **throughout the year**. However, the evaluation will align with the following schedule:

- If submitted **between 1st January to 30th June**, results will be declared with the **June Term-End Examination**.
- If submitted **between 1st July to 31st December**, results will be declared with the **December Term-End Examination**.

Accordingly, the **recommended deadlines** for submission are as follows:

Submission of Project Proposal (June T.E.E) 1st January to 31st March	Submission of Project Work (June T.E.E) 30th June
Submission of Project Proposal (Dec. T.E.E) 1st July to 31st September	Submission of Project Work (Dec. T.E.E) 31st December

PROJECT WORK EVALUATION

The Project Work is evaluated out of 100 marks. To pass, learners must secure a minimum of 40%.

An examiner will be appointed by the **Student Evaluation Division**, from the panel approved by the **School of Journalism and New Media Studies, IGNOU, New Delhi – 110068**.

Mark Distribution for Project Report Evaluation:

Distribution of 100 marks of the Project-Work Report	Weightage
1. Clarity of Topic Language, Coherence, Style, etc.	10%
2. Review of Literature	20%
3. Clarity of Objectives and Methodology	25%
4. Analysis	25%
5. Conclusions and Suggestions	10%
6. References	10%

Important Advice

Learners are strongly advised to keep a copy of their **approved synopsis** for future reference.

Students **admitted in the January session** should submit their project proposals by **1st July to 30th September**, and

Students **admitted in the July session** should submit by **1st January to 31st March**.

This timeline ensures timely approval, evaluation, and programme completion. However, your **admission is valid for three years**, and you may plan submissions accordingly within this duration.

Project Proposal No.:**(To be assigned by the School)****School of Journalism and New Media Studies****Indira Gandhi National Open University****Maidan Garhi, New Delhi -110068****PROFORMA FOR APPROVAL OF PROJECT WORK PROPOSAL
(MDCP-006)**

Enrolment No.:	Study Centre Code:
E-mail: Mobile No.:	Regional Centre Code:
Name and Address of the Student: (Write your address clearly. Approved Project proposal will be sent to this address)	
Title of the Project	
Name and Address of the Supervisor	
Is the Supervisor an Academic Counsellor of PGDDC?	Yes / No
If Yes, Name and Code of the Study Centre	

Signature of Student**Date:**

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 project as mentioned above until its completion.

Signature of Supervisor

Date: _____

Please do not forget to enclose the project proposal and the Bio-Data of the Supervisor. In case the complete and signed Bio-Data of the Supervisor (Even if the proposed supervisor is an academic counselor of IGNOU's PGDDC Programme) is not enclosed, the proposal will not be entertained.

(For Office Use Only)

Project Proposal	Supervisor
Approved	Approved
Not Approved	Not Approved

Comments/Suggestions if any on the Project Proposal

(Signature of Programme Coordinator)

School of Journalism and New Media Studies

CERTIFICATE OF ORIGINALITY

This is to certify that the project titled “.....” is an original work of the Student and is being submitted in partial fulfillment for the award of the Post Graduate Diploma in Development Communication (PGDDC) of School of Journalism and New Media Studies (SOJNMS) in Indira Gandhi National Open University (IGNOU). This Project Work has not been submitted earlier either to this University or to any other University/Institution for the fulfillment of the requirement of a course of study.

Signature of Student	Signature of Supervisor
Place:	Place:
Date:	Date:

(Sample Format of the Cover Page for Development-Based Research Project Work)

Project Work : MDCP-006

On

Title.....

Submitted in partial fulfilment of the requirement for the
PG Diploma in Development Communication (PGDDC)

By

Name:

Enrolment No.....



School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi –110068

(Sample Format of the Cover Page for Development-Based Research Project Work)

Project Work : MDCP-006

On

Title.....

Submitted in partial fulfilment of the requirement for the
PG Diploma in Development Communication (PGDDC)

By

Name:

Enrolment No.....



School of Journalism and New Media Studies
Indira Gandhi National Open University
Maidan Garhi, New Delhi –110068

Important Instructions for Learners

Development-Based Research Project Work / Internship

Learners are advised to carefully read and strictly follow the guidelines below while preparing and submitting their Internship or Development-Based Research Project Work under the PG Diploma in Development Communication and M.A. in Development Journalism programmes.

1. Study Material Reference

Learners must thoroughly study the course materials of the following theoretical papers:
MDC-001, MDC-002, MDC-003, MDC-004, MDC-005, and MDC-006.

These form the foundational content for the first year of the **M.A. in Development Journalism** and directly inform the **MDJP-006** Internship or Development-Based Research Project Work.

2. Classroom Sessions

There are no classroom sessions for this component. Attendance is not applicable. Learners are expected to undertake their work independently, strictly following the official project manual and guidelines.

3. Tele-Learning Support

Lectures and academic support sessions will be provided through the following platforms:

- **Teleconferencing (Gyan Darshan)**
- **Interactive Radio Counselling (Gyan Vani)**
- **Internet Radio (Gyan Dhara)**
- **Other Online Platforms**

Learners are advised to check the **IGNOU official website** regularly for schedules and are encouraged to attend these sessions to resolve academic queries.

4. Submission Guidelines

The Internship or Project Work must be prepared in accordance with the official guidelines and submitted as **typed, hardbound copies** to the designated address (refer to Submission Procedure below).

5. Originality of Work

All submissions must reflect original research, analysis, and fieldwork.

Plagiarism or duplication of content is strictly prohibited and may result in outright rejection of the submission.

6. Language Requirement

The Project Work or Internship Report must be written in **English** only.

7. Ownership and Academic Integrity

The work must be carried out and authored by the learner individually.
Submissions found to be unoriginal or copied from others will be disqualified.

8. Guidance for Preparation

Learners should consult the **official project manual** for the list of suggested topics, research areas, and methodological approaches to effectively plan and execute their work.

9. Evaluation Criteria

- The Project/Internship carries **100 marks**.
- A minimum of **40% (i.e., 40 marks)** is required to pass.
- Evaluation will be conducted by an examiner appointed by the **Student Evaluation Division (SED)** from an approved panel of experts.

10. Mandatory Annexures

For Internship Project Reports:

- **Annexure A:** Sample Format for the Cover Page
- **Annexure B:** Certificate of Originality

For Development-Based Research Project Work:

- **Annexures A, B, & C** are mandatory and must be properly completed and attached.

11. Submission Procedure

Prepare **two typed and hardbound copies** of the final Internship or Project Report.

Submit **one copy** along with a **cover letter** to the following address for evaluation:

Assistant Registrar (Project Section)

Student Evaluation Division (SED)

Project Section, Block 3

Indira Gandhi National Open University (IGNOU)

Maidan Garhi, New Delhi – 110068

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