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Project Work Manual

For Students of M.A. in Development Journalism
(Effective from January 2025 Batch Onwards)

.

Programme : MA in Development Journalism

Prog. Code: MADJ | Course Code: MDJP-004

Programme Coordinator **|** **Contact : Emai: madj@ignou.ac.in**	
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School of Journalism and New Media Studies

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MA in Development Journalism (MADJ) &
P.G. Diploma in Development Communication (PGDDC)

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 Credit			**40**

MA in Development Journalism (MADJ) (2nd Year)

S. No.	Course Code	Title of Course	Credits
1	MDJ-001	Health Journalism	6
2	MDJ-002	Environmental Journalism	6
3	MDJ-003	Development Through Digital Media	6
4	MDCE-006	Research Methods in Development Communication	6
5	MRDE-203	Communication and Extension in Rural Development	6
6	MGSE-010	Gender and Entrepreneurship Development	4
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7	MDJP-004	Dissertation	6
8	MDJP-005	Production Portfolio	6
Total Credit			**40**
Total Credits MADJ 1st year and 2nd			**80**

Dear Learner,

Welcome to the IGNOU the people's University. Through the programme of M.A in Development Journalism (MADJ), you have made a decision to become an active influence in the development process of the country. MADJ programme provides you a comprehensive exposure to various aspects related to Development, Development Communication and Journalism to equip you with necessary knowledge, skills, attitudes and competencies.

You have also chosen to become an important entity of one of the largest mega Universities in the world. As you are well aware, IGNOU offers educational programmes through Open and Distance Learning (ODL) mode. IGNOU will make all efforts to ensure that you become successful in all your learning efforts. We are sure that this programme will bring about a new orientation into your life.

First of all, we would like to appreciate your decision to opt for the MDJP-004 Project Work (Dissertation) Congratulations on your interests.

Research is a way of thinking and exploring new ideas and perspectives of any dimension of human society. It is an enthusiastic exploration that motivates you to collect data to answer your questions on any issues/processes. Or, you may prove or disprove already existing knowledge. In a nutshell, research leads to knowledge creation, and this process follows a cyclic model. New knowledge is added to the existing pool of knowledge, and through the existing knowledge is refined/proved/discarded - in this process, the knowledge system grows.

In this course, you are expected to develop your original project work by going through various stages of the research process - starting from proposal development to data collection to analysis and interpretation to submission of your project work to the University. In this handbook, you will get all the required information for the stages as mentioned above of research works.

Our best wishes for your MDJP-004 Project Work (Dissertation).

Dr. Ramesh Yadav

Programme Coordinator

Email Id: madj@ignou.ac.in

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

Project- Manual for
MA in Development Journalism

This Project-Work Guide has been prepared to help you in doing Project Work MDJP- 004 by familiarizing you with its various aspects of research activities. Go through the Project work-Guide before you begin work, the **First part** gives details on the different stages of the Project Proposal, and the **Second part** consists of details about how to prepare your final project work. The **Third part** consists of annexures which shall be used at various stages of the Project Work.

1   INTRODUCTION

The project work MDJP-004 with 06 credits selected by you is going to be new experience and intended to help you in learning by doing.

Development Communication and Development Journalism research is based on various types of information. The more valid is the source of information, the more reliable will be information received. The type of information to be collected depends upon the type of development research. Therefore as a development professional, you require a wide knowledge of kinds and sources of primary and secondary information.

What you have learned from theory courses of MADJ programme may help you in understanding basic principles, processes, issues, challenges, dynamics, planning, monitoring and evaluation of development programmes. Having studied the basics of development studies, it is appropriate that you should get familiarized with development activities/ issues/ programmes / projects at field level. The project work shall help you to acquire not only information and knowledge, but also skill in analyzing development activities/ issues/ programmes / projects using either a case study or a survey method. Also this handbook will be your guide and show you how to formulate a project proposal, conduct the study, write the project report and submit it for evaluation.

2   OBJECTIVES

After stud studying this Project-Work Guide, you should be able to:

- Define and discuss the concepts of case study and survey methods.

- Identify a topic, formulate a project proposal, prepare tools, collect and analyze the data.

- Write the project report and submit it for evaluation.

3   ABOUT PROJECT WORK

Project work will enable you to enhance your skill in selecting a topic, preparing a project proposal formulating tools a data collection, collecting data, and generating information for a report on a particular topic. Various methods are applied for different projects. But

in MDJP-004, you are advised to use case study method or survey method.

4   FORMULATION OF THE PROJECT PROPOSAL

Your proposal is essentially describing what you propose to do and how you intend to go about it. The first step in the Project Proposal formulation is to identify a suitable theme for Project Work. By specifying the central theme, period, and dimension aspect, you can finally decide your project title. As far as possible, you should narrow down the title and make it very specific.

Think carefully and discuss with your Supervisor at length before selecting a topic for your project. Some of the issues that can help you choose the theme for your project work are given in the next two pages. The following list of topics is broad themes that may be suitably amended by specifying particular aspects, time and locational dimensions.

Please understand that the themes listed in the next two pages are by no means an exhaustive list of themes on which you can write your project. This is an illustrative list, and you can certainly go beyond or make necessary modifications in these to suit your contexts.

In short, the identification of your theme is directly linked to:

- Your inclination towards a particular area of study; and
- Your working aptitude in pursuing that project.

The Project Proposal must include the following:

- Title of the proposed Project,
- A clear statement of the problem (s) to be examined,
- Objectives of your proposed study,
- Issues/Research Questions to be raised,
- The kind of data/information required to be gathered;
- Hypothesis, if any, formulated;
- Research Methodology; and
- Expected Outcomes.

4.1   PROJECT PROPOSAL

The steps involved in MDJP-004 Project Proposal are:

Select the Topic by Considering the Following Points

- Suitability of the topic
- Relevance of the topic to the development 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.

4.2 SUGGESTED LIST OF TOPICS

Role of Development Communication/Development Journalism in following area:

1. Fundamentals of Development and Communication

2. Human Development and Communication

3. Media in Development Communication

4. Development Journalism for Social Change

5. Development: Information Communication Technologies

6. Media and Communication Theories

7. Health and Environmental Journalism

8. Development Through Digital Medias

9. Communication and Extension in Rural Development

10. Gender and Entrepreneurship Development

The above list of topics are drawn from MADJ Curriculum, the learners are advised to develop your Project Work Proposal from the Development Journalism/Development Communication prospectus.

4.3 GUIDELINE FOR PROJECT WORK SUPERVISION

Eligibility for Project Supervision:

The eligible project supervisor include:

a. Academic Counsellors of Master in Development Communication/Journalism and Mass Communication (Five Year Experience in Media Teaching, Research, Media Industry) with relevant experiences from Study Centers. Preferences will be given for the Supervision with relevant research degree (Ph.D.).

b. Teachers/Researcher/Development Professional in Development Communication/ Journalism and Mass Communication or related disciplines like Economic, Sociology Political Science, Education, Agriculture, Rural Development for MDC-001, MDC-002, MDC-004 and MDC-005. For MDC-003 preferred development Communication Journalism and Mass Communication specialized in Radio, TV, Print and New Media (Ph. D preferred with 5 Year experience in Media teaching, Media Research, Media Industry).

c. Faculty at the Headquarters (School of Journalism and New Media Studies)

In case the proposal supervisor is not acceptable to the School of Journalism and New Media Studies, the students shall be advised so, and in such cases the student should change the supervisor and resubmit the proposal. Hence the student will submit project proposal afresh with the signature of the new supervisor, as it will be considered as a new proposal. Similarly if a student wants to change his/her supervisor for any reason, he/she would be required to submit the project proposal along with the signature of the new supervisor on a new project proposal proforma, as it would be considered as a new proposal.

In case of academic counselors, it should be clearly mentioned as to which are the courses he/she is counseling for, and since when, along with the name and code of the study centre, he/she is attached with. The project supervisor will be paid a token honorarium as per IGNOU norms by the University for guiding the student. University may revise the honorarium from time to time.

Select a Supervisor and Consult the Supervisor for Guidance in Topic Finalization

Your project shall be guided by a Supervisor recognized by the Indira Gandhi National Open University. All academic counsellors (Fulfill the Criteria) of MADJ or Faculty of SOJNMS are recognized as Supervisors for Project Work. Other than (MADJ) programme counsellors, you may contact a person who fulfils the criteria.

You should prepare a Project Proposal with the help of your Supervisor.

Responsibilities of Supervisors

- To provide guidance regarding selecting a focused topic of Project Work.

- To encourage learners to study / refer books / journals / newspapers / magazines; discuss with experts in the area to find out some topics of their interest.

- To provide information about the related literature recent research etc.

- To motivate learners from time to time & to provide them required help whenever they need.

- Encourage learners to work originally, not to copy or reproduce; and to proceed systematically.

- Give letter of authorization which would enable/help student to collect the data for research (The authorization letter can also be given by the concerned study centre/regional centre).

- Acquaint you with such local groups and agencies which may be relevant to your work,

- Make accessible to you the library at the Study Centre for consultation purposes,

- Advise you, to the best of his/her efforts, about your theme, location of your data and general work plan, and

- Suggested books and articles that you may find useful in your work.

Prepare two copies of your proposal (typed), get the signature of the Supervisor in the format given in Annexure 'A' and send one copy to the following address:

Programme / Course

Coordinator MADJ

Block No. 15-A

School of Journalism and New Media

Studies Indira Gandhi National Open

University Maidan Garhi, New Delhi –

110068

Remember to:

- Keep a copy of the proposal with you because we shall not send your document back.

- Send your Proposal through Registered Post only, so that it reaches
  us for sure. (Through Speed Post)

- Do not change your topic or even its wording after you have sent the proposal to us. In other words, your Project Work topic should be the same as in your Proposal.

- Put the name and code of your course (in this case, MDJP-004), your enrolment number, the name of your Study Centre and the Regional Centre on the first page. In other words, fill the Performa given in Annexure **'A'** very carefully.

4.4   SUBMISSION OF PROJECT WORK PROPOSAL

After you opted for the project work elective, you are expected to submit the typed copy of the project proposal along with the Project Proposal form (Annexure 'A' of this Project-Work Guide) to the address mentioned in the next page.

You should ensure that the Academic Counsellor or the Teacher/Professional/ Researcher, who has agreed to act as your Supervisor for your project work, has affixed his/her signature on the PP form (Annexure 'A') of your proposal.

The Programme Coordinator will approve the project proposal. After approval of the project proposal, you can begin the project work. If you are advised to revise the proposal, suggestions, and comments made by the faculty, you should incorporate the same in your revised proposal.

After selection of the supervisor and finalizing the topic, student should send:

(a) Filled in Project Proposal Proforma signed by the supervisor (Annexure-A)

(b) One copy of the typed Project Proposal (4 to 5 pages) and

(c) Bio-data of the supervisor (2 pages with complete contact details, email, mobile number, academic background, work experience etc.) for approval to:

> **Programme / Course / Project Coordinator MADJ/**
>
> **Block 15 A**
>
> **School of Journalism and New Media Studies**
>
> **IGNOU, Maidan Garhi, NewDelhi 110068**

Write 'Project Proposal 'MDJP-004' on the top right hand corner of the envelop.

Students are advised to retain a copy of the synopsis. **Students appearing for June T.E.E session are advised to submit project proposal by 1st January to 31st March and those appearing for December T.E.E session by 1st July to 30th September for timely approval of the project proposal,** submission of project work, evaluation of project work and completion of the Programme. However, your admission is valid for three years accordingly you may follow the above deadline.

Communication of Approval

A Written communication regarding the approval /non approval of the project will be sent to the student within four weeks of the receipt of the proposal in the School through e-mail and by post.

Resubmission of Project Proposal

In case of non-approval of the proposal, the comments/suggestions for reformulating the project will be communicated to the student. In such case the revised project proposal should be submitted with revised project work proforma and copy of the rejected project work proposal, project proposal proforma bearing the comments of the evaluator and P.P. No. (Project Proposal Number) allotted.

5   MDJP-004: STAGES OF PROJECT WORK

General Information and Course Objective

The project is an independent investigation of your organized work. The purpose of the Project Work is to enable you to analyse the situations, and through the project, you will be expected to put into practice all that you have learnt while pursuing various courses of MADJ. It is a way of applying the knowledge gained through the various courses to the issues and concerns of the day-to-day events in the development communication studies.

The Project Work is worth 6 credits, and you are expected to spend about 180 hours of total work completing the project. Your Project Work length may be between 10000-12000 words (60-70 pages). Keep this in mind while choosing the Project theme.

The idea is that you should say all that you want to say within this word limit. You are free to write your Project in English or Hindi language. We would prefer to receive a typed and bound copy of your Project Work.

> Note: Refer course MDCE006 for details on data collection, analysis and report writing. (Soft copy of this course available at: https://egyankosh.ac.in/handle/123456789/104193

5.1 IDENTIFICATION OF DATA REQUIREMENT

You are expected to examine/study any specific problem/issue through quantitative/qualitative data in your project work. 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. You should identify the variables on which data is needed. You need to find out about the kind of data on the project's available topic and the extent to which it would be suitable for your project work. Read the Course MDCE-006- Research Methods in Development Communication Softcopy of this course available at https://egyankosh.ac.in/handle/123456789/104193 carefully to execute your 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.

5.2 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.

5.3 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 primary data. Clearly define what you need and for what purpose. Then determine the most appropriate data collection method.

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

ii.   The design of the questionnaire

iii.   The appropriateness of data collection techniques

iv.   Methods of fieldwork

v.   The process followed for field supervision and recording, and

vi.   Data verification and quality control.

5.4   DATA ANALYSIS

After collecting, tabulating, and classifying the data, the next step is to process and analyse the data. Various quantitative techniques ranging from percentage, mean, correlation, regression to advanced statistical methods and qualitative methods may be applied to analyse the data depending upon your need and objectives.

You can also use different computer software packages for this purpose. Block 4 of Course MDCE-006 will be beneficial to you in this regard. You are therefore advised to go through these Blocks before attempting the project work. The skills acquired while going through the MDCE-006 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 13 of Block 4.

5.5   WRITING THE PROJECT WORK

Originality and clarity are the two vital components of your project. Remember, your project is a test of 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 organization of your ideas.

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

- The size of the Project Work depends on the nature of the theme of the project. However, it is desirable to write the Project Work between 10000-12000 words (between 60 to 70 pages) as a standard size. You may write a Project Work 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 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 its language and content.

- Use photographs, maps, diagrams and illustrations, in case they are needed and given citations and proper references.

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

- 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 D** of this Handbook)

- The second page should cover the Project Work's contents, followed by the list of tables, maps and figures/illustrations on the third page.

- The fourth page is to give acknowledgements. Include Signed original copy of **Annexure B & C.**

- Include project proposal approval form in Original **(Annexure A).**

- The 8th page is to list a list of abbreviations alphabetically. From the 9th page onwards, apply the following points while preparing your project.

5.6 GUIDELINES FOR THE PREPARATION OF PROJECT WORKS

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

5.6.1 STURCTURE OF THE PROJECT WORK

The Project Work 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.

- Each Project Work must include the following in sequence:

- ✓ Title page **(Annexure D)**
- ✓ Approved Project Proposal Proforma **(Annexure A)**
- ✓ Certificate of originality signed by student and supervisor **(Annexure B & C)**
- ✓ Introduction (with Objectives and Problem Statement)
- ✓ Research Methodology (with locale, sampling, data collection instruments and statistical tools used)
- ✓ Results and Discussion
- ✓ Summary
- ✓ References, and
- ✓ Appendix.

> **Note:** Refer course MDCE006 for details on data collection, analysis and report writing. (Soft copy of this course available at https://egyankosh.ac.in/handle/123456789/104193

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.

5.6.2 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 their work can bring new dimensions. The extent and emphasis of the chapter shall depend on the nature of the investigation.

5.6.3 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, etc.

5.6.4 FINDINGS AND 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.

5.6.5 SUMMARY AND CONCLUSIONS

This will be the final chapter of the Project Work. 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. The scope for future work should be stated in the last part of the chapter.

5.6.6 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 MDJP-004 APA Style is recommended] as explained in the following pages consistently throughout his/her Project Work. 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.

5.6.7 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.

5.6.8 PROJECT WORK FORMAT

- **Paper Size:**
  - ✓ Use a standard A4 white sheet for your Project Work. 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 Project Work, except in figures where use sans serif fonts with the size range between 08 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 Project Work 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).

Binding

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

Front Covers

Use **Annexure D** for the front covers; all lettering in the bounded front page should be in embossed format.

Declaration Sheet

Use **Annexure B & C.**

Approval Sheet

Use **Annexure A**

Abstract

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

Index Page

Here list all your chapters with the page numbers.

List of Figures and Tables

Following the index page, a separate list of figures and tables used in the Project Work 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)

5.7 REFERENCES AS PER APA STYLE – Examples

1. Journal Articles - One author

1) Krotz, F. (2017). Explaining the mediatization approach. Javnost-The Public, 24(2), 103-118.[https://doi.org/10.1080/131 83222.2017.1298556]

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_crosscultural_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 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. p12

2) Shrivastava, V., & Baruah, S. (2012, April 2). CBSE launches mass media studies after 10th class. Hindustan Times. p3

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1) Bracken, C. C., Pettey, G., Pask, E. B. (2017). Communication Research Methodology: A Strategic Approach to Applied Research. United Kingdom: Taylor & Francis.

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1) APA Databases [@APA_Databases]. (2020, September 2). We have curated a collection of journal articles from APA Psyc Articles on #COVID19. View: https://bit.ly/2QrWj76 for recent coverage [Image attached] [Tweet]. Twitter. HTTPS:// twitter.com/APA_Databases/status/1301175576703664128

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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-

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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)

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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 the Serum Institute of India and Bharat Biotech. [Press Release]. Retrieved from https://pib.gov.in/PressReleseDetail.aspx?PRID=1685763

6 PROJECT WORK SUBMISSION

Prepare two copies of your Project Work and submit with cover letter only one to the following address for evaluation:

Registrar
Student Evaluation Division (SED), Block-12
Project Section
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068

Keep a copy of your Project Work with yourself as we shall not send it back to you. Ensure your Project Work also has the declaration, given in **Annexure 'B' and 'C'** duly signed by you and your Supervisor.

Please note that the Project Work is a part of your Term-End Examination (TEE), and 100 marks of the Project Work will be distributed as under for evaluation purposes.

With cover letter, please enclose your supervisor's <u>Remuneration Bill for Guidance of Project Work.</u>

Project Work can be submitted any time throughout the year. If a **Project Work is submitted between 1ˢᵗ January to 30ᵗʰ June** then the result will be declared along with June Term End examinations. If a **Project Work is submitted between 1ˢᵗ July to 31ˢᵗDecember** then the result will be declared along with December Term End

Examination. Accordingly the suggested deadlines for Project Work submission.

6.1 PROJECT WORK EVALUATION

The total marks for the Project is 100. For successful completion of the Project, **a learner should secure a minimum of 40% marks in the Project Work.** The examiner will be selected by the Students Evaluation Division from the approved list provided by School of Journalism and New Media Studies, IGNOU, New Delhi 110068.

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%

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 30TH September	Submission of Project Work (Dec. T.E.E) 31st December

Advise:

Students are advised to retain a copy of the synopsis. **Students admitted in January session are advised to submit project proposal by 1st July to 30th September and those admitted in July session by 1st January to 31st March for timely approval of the project proposal,** submission of project work, evaluation of project work and completion of the programme. However, your admission is valid for three years accordingly you may follow the above deadline.

ANNEXURES

(To be assigned by the School)

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THE PEOPLE'S
UNIVERSITY

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

PROFORMA FOR APPROVAL OF PROJECT WORK PROPOSAL (MDJP-004)

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 MADJ	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 / Faculty)
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 M.A. in Development Journalism (MADJ) 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:

[Format - Certificate from the Supervisors]

This is to certify that the Project Work/Dissertation entitled (Title of the Project Work) submitted by (Name of the student) having Roll Number (Enrolment Number of the Student) for the partial fulfilment of the requirements of M.A. in Development Journalism (MADJ) of the School of Journalism and New Media Studies of IGNOU, embodies their original work carried out under my/our supervision.

Place: _____   Signature   of   the Supervisor

Date: _____   Name:

                                            Designation:

(Sample format Title of cover page of the Project Work)

Project Work: MDJP-004

On

Title…………………………………………………………………

Submitted in partial fulfillment of the requirement for the

M.A. in Development Journalism (MADJ)

By

Name: ....

Enrolment No..

Supervisor:……………………………………………………….

ignou
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UNIVERSITY

School of Journalism and New Media Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi –110068

………………………………………………………...END………………………………………………………