MDJP-005
Project Work

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-005

Programme Coordinator | **Contact : Emai: madj@ignou.ac.in**	
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School of Journalism and New Media Studies
Indira Gandhi National Open University, Maidan Garhi-110068

P.G. Diploma in Development Communication (PGDDC)
MA in Development Journalism (MADJ) 1st Year

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
Elective Project Courses – 2 (Select any one)			
7	MDJP-004	Dissertation	6
8	MDJP-005	Production Portfolio	6
Total Credit			**40**
Total Credits MADJ 1st year and 2nd			**80**

Instructions for Production Portfolio

Learners should follow the following instructions and guidelines for the Production Portfolio.

1. Read the study material of all the theoretical courses of MADJ 1st and 2nd year properly. MDJP-005 Production Portfolio will focus on the above theoretical courses.

2. There will be no classes for Production Portfolio, there is no compulsory attendance for the same. This work has to be completed on the basis of Manual and Instruction only.

3. Programme Coordinator and other subject experts will deliver lectures on different topics of this course through Teleconferencing (Gyan Darshan), Interactive Radio Counselling (Gyan Vani), Gyan Dhara (Internet Radio) and other online platforms. so learner can check on IGNOU websites and join these lectures, These session will be Interactive so learners can ask their subject/topic related questions and queries.

4. The Production Portfolio will have to be complete as per the guidelines and its **Hardbound** copy will have to be submitted to the given address for evaluation.

5. All the work of the Production Portfolio should be Original, Exploratory, Data Analysis and Research / field Research based.

6. **Production Portfolio can be prepared in English.**

7. Learners are advised to make their own Production Portfolios and not copy them from anywhere. Production Portfolio may be rejected if evidence of copying or other malpractices is found.

8. Here is a list of the subject areas of the Production Portfolio. The methods of how to accomplish this has been explained.

9. **Evaluation of Production Portfolio (100 marks).**

   All the learners need to produce a Production Portfolio according to the instructions given of this manual.

   The Total marks for the Production Portfolio in 100 for successful completion of the project, a **learner should secure a minimum of 40% marks in the Production Portfolio.** The Examiner will be selected by the students Evaluation Division from the approved list.

10. **Submission of Production Portfolio.**

    Prepare two typed hardbound copies of the Production Portfolio Work is to be submitted with a cover letter only one to the following address for Evaluation:

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

    Keep a copy of your Production Portfolio Work with yourself as we shall not send it back to you. Learners are advised to make their own Production Portfolios and not copy. Students note that the Production Portfolio work is a part of your Term-End Examination (TEE).

    Production Portfolio work can be submitted any time throughout the year. If a Production Portfolio work is submitted **between 1st January to 30th June** then the result will be declared along with **June Term End examinations**. If a Production Portfolio work is submitted between

1st July to 31st December then the result will be declared along with **December Term End Examination**. Accordingly, the suggested deadlines for Production Portfolio work submission are:

- May 31st for Evaluation along with June Term End Examination
- November 30st for Evaluation along with December Term End Examination

Programme Guide:

Complete and detailed information related to this programme is given in the programme guide. Click this link for reference.

Instructions for Activities:

It is mandatory to complete any 10 of the following activities. All activities have equal marks. Total marks is 100. There are 10 marks for each activity.

S. No.	Nature of Activities	Quantity	Marks
1	Research Based News Article / Investigative Reports	2	5 + 5 = 10
2	Feature Article	2	5 + 5 = 10
3	Opinion Writing / Articles	2	5 + 5 = 10
4	Review Writing /Article	2	5 + 5 = 10
5	News Script Writing for Radio / TV	1 for TV 1 for Radio	5 + 5 = 10
6	News Script Writing for Print Media	2	5 + 5 = 10
7	News Script Writing for Online News Portal	2	5 + 5 = 10
8	Research Article	1	10
9	Interview	1	10
10	Social Campaign Planning and Designing	2	5 + 5 = 10
11	Case Study	1	10
12	Design Questioner for Research	1	10
	TOTAL		**100**

Presentation Structure of Production Portfolio

The Production Portfolio should be organized into the following sections:

1. Cover Page (Annexure A & B)
2. Table of Contents

    (List all the sections and Sub sections with page numbers)

3. Introduction

- Brief overview of Development Journalism

- Objective of the Production Portfolio
4. References
5. Appendices

Sample Areas for a Production Portfolio

In order to enable you to choose a topic for your Production Portfolio MDJP-005, we have listed below some areas. This does not imply that you will choose only from these areas. These are just sample areas, which are meant to provide you with ideas and will guide you in selecting a topic of your interest in the area.

Activity No. 1

Research Based News Article / Investigative Reports   **(Marks: 5x2=10)**

Write a Research Based News Articles / Investigative Reports in 500-700 words as for your interest and own choice. Choose your subject area and topic from following courses.

Table no. 1

S. No.	Course Code	Titles of Theory Courses
1	MDC-001	Fundamentals of Development and Communication
2	MDC-002	Human Development and Communication
3	MDC-003	Media in Development Communication
4	MDC-004	Development Journalism for Social Change
5	MDC-005	Development Information and Communication Technologies
6	MDC-006	Media and Communication Theories
7	MDJ-001	Health Journalism
8	MDJ-002	Environmental Journalism
9	MDJ-003	Development Through Digital Media
10	MDCE-006	Research Methods in Development Communication
11	MRDE-203	Communication and Extension in Rural Development
12	MGSE-010	Gender and Entrepreneurship Development

Example for the process of Subject and Topic selection.

Example for Subject Area:

1. Development Communication

2. Digital Media

3. Rural Development

4. Health Journalism.

5. Environmental Journalism etc.

Example for Topics Selection:

1. Role and Responsibilities of Health Journalist.

2. Role of Media in Public Health Care Campaigns

3. Role of Civil Society Movement in Environmental Protection

4. Media Coverage of Climate Change etc.

5. Role of Development Journalism for Social Change

Activity No. 2

Feature Articles   **(Marks: 5x2=10)**

Write a Feature Article in 500-700 words as for your interest and own choice. Choose your subject area and topic from Table no. 1 Courses.

The following example given here to select the subject area and topics Feature Article.

- Human Interest Features
- Profile Features
- Investigative Feature
- Lifestyle Features
- Entertainment Features
- Science and Technology Features
- Trends Features

Activity No. 3

Opinion Writing / Articles   **(Marks: 5x2=10)**

Write an Opinion Article in 500-700 words for your interest and own choice. Choose your subject area and topic from Table no. 1.

For your convenience, various types of Opinion Writing are given here.

- Editorials
- Columns
- Letter to the Editor
- Guest Essays
- Personal Essays
- Reviews
- Social Issues
- Cultural Historical Educational Environmental
- Health

Activity No. 4

Review Writing /Article   **(Marks: 5x2=10)**

Write a Review Article in 500- 700 words as for your interest and own choice. Choose subject area and topic from Table no. 1.

For Example, for Review Article, you can choose books Published on following subject / areas.

- Health
- Environment
- Development Journalism
- Social Change
- Communication Theory
- Development Communication
- Digital Media
- Development Research
- Rural Development
- ICT etc.

Activity No. 5

News Script Writing for Radio / TV   **(Marks: 5x2=10)**

Write a News Script for Radio / TV (minimum 60 – 90 seconds) as for your interest and own choice. Choose subject area and topic from Table no. 1.

For your convenience, various types of News Script Writing are given here.

- Breaking News Script
- Bulletin Script
- News Package Script
- Live Shot Script
- Anchor Script
- Interviews Script etc.

Activity No. 6

News Script Writing for Print Media   **(Marks: 5x2=10)**

Write a News Script of 3 to 4 columns for Print Media choose your subject are and topic from the Table no. 1.

For example, you can choose from suggested options for writing a news script.

- Hard News
- Soft News
- Investigative Report Feature story
- Editorials
- Opinion columns

- Letter to the Editor
- Human Interest Story
- Back grounder
- Round -up
- News Analysis

Activity No. 7

News Script Writing for Online News Portal   **(Marks: 5x2=10)**

Write a news script for Online News Portal. Choose your subject area and topic from MDJ-003 (Development Through Digital Media) and Table no. 1.

For example, you can choose the suggested area/topics types of news for writing a news script for Online Portal**.**

- Breaking News
- Headline
- Sub headline/Lead
- Body of the script
- Interview
- Multimedia Elements
- Social Media Integration
- Mobile Optimization
- Analytics and Reader Engagement
- Feature Stories
- Blog Posts
- Opinion /Editorial
- Multimedia News
- Live updates
- Investigative Reports
- Data Journalism
- U.G.C (User Generated Content)
- Interactive Content
- Sponsored Content

Activity No. 8

Research Article   **(Marks: 5x2=10)**

Write a Research Article in 500- 700 words as for your interest and own choice. Choose subject area and topic from the MDCE-006 (Research Methods in Development Communication).

MDCE-006 (Research Methods in Development Communication

Block 1: Communication Research

Unit 1: Research: Concept, Nature & Scope

Unit 2: Classification of Research

Unit 3: Defining & Formulating Research Problems
Unit 4: Sampling Methods
Unit 5: Review of Literature
Block 2: Research Methods- Quantitative
Unit 6: Data Collection Sources
Unit 7: Survey Method
Unit 8: Content Analysis
Unit 9: Experimental Methods
Block 3: Research Methods- Qualitative
Unit 10: Interviews Techniques
Unit 11: Case Study
Unit 12: Observation Method
Block 4: Analysis & Interpretation
Unit 13: Basic Statistical Analysis
Unit 14: Data Analysis
Unit 15: Report Writing
Block 5: Development Research
Unit 16: Basics of Development Research
Unit 17: Methods of Development Research
Unit 18: Development Research Application
Unit 19: Monitoring and Evaluation

For example, you can choose the Suggested area for writing a Research Article.
- Original Research Article
- Review Article
- Case Study
- Methodology Article
- Theoretical Article
- Review of Literature
- Book Review
- Data Paper
- Development Research

Activity No. 9

Interview   **(Marks: 5x2=10)**

Interview Academician, Scholar, Writer, Politician, Researcher and Social Activists on the topic suggested below and write in News format in 500-700 words.

Choose your subject area and topic from Table no. 1.

Conduct the following types of Interviews on the chosen subject or topics.

- Structured Interview
- Semi Structured Interview
- Unstructured Interview
- Focus Group Interview
- Behavioral Interview
- Situational Interview
- Panel Interview
- Case Interview
- Telephone or Videos Interview
- Informational Interview etc.

Activity No. 10

Social Campaign Planning and Designing   **(Marks: 5x2=10)**

Plan and design a social campaign (Minimum 2) as your own subject area or topics form Table no. 1.

You can choose the suggested area / topics as an example, types of Campaigns:

- Awareness Campaigns
- Advocacy Campaigns
- Empowerment Campaigns
- Community Mobilization Campaigns
- Policy Change Campaigns
- Gender and Media Campaigns
- Human Rights Campaigns
- Social Media Campaigns
- Media Literacy Campaigns
- Crisis Response Campaigns
- Health, Environment and Education Awareness Campaigns

Activity No. 11

Case Study   **(Marks: 5x2=10)**

Write a case study in 500-700 words as for your own choice. Choose your subject are and topic from Table no. 1

Some Case Studies are mentioned here as examples. Follow this for the Case Study.

Types of Case Studies

- Exploratory Case Study
- Descriptive Case Study
- Explanatory Case Study
- Instrumental Case Study
- Collective Case Study
- Critical Instance Case Study

- Perspective Case Study
- Retrospective Case Study
- Embedded Case Study

Activity No. 12

Design Questioner for Research   **(Marks: 5x2=10)**

Prepare survey Questions of minimum 20 Questions. Choose your subject are a/topic from MDCE-006 (Research Methods in Development Communication) and Table no. 1.

Be Sure to include the following sections while Designing Survey Questions.

- Section 1: Demographic Information
- Section 2: Academic Qualification/ experience
- Section 3: Research Experience/ Field Experience/ Practical Experience
- Section 4: Career Aspirations
- Section 5: Feedback and Suggestions.
- Section 6: Any other Communication or Comments or Feedback

Production Portfolio Format For example :

- **Paper Size:**

  ✓ Use a standard A4 white sheet for your Production Portfolio 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 Production Portfolio 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 5

Level 4

Level 3

Level 2

Level 1

- **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 Production Portfolio 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.**

Use **Annexure A**

- **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 Production Portfolio Work needs to be indexed.

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

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)

(Sample Format of the Cover Page for the Production Portfolio)

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THE PEOPLE'S
UNIVERSITY

Project Work : MDCP-005

On

Title……………………………………………………………………

Submitted in partial fulfilment of the requirement for the

MA in Development Journalism (MADJ)

By

Name:................................

Enrolment No............................

School of Journalism and New Media Studies

Indira Gandhi National Open University

Maidan Garhi, New Delhi –110068

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UNIVERSITY

Project Work : MDJP-005

Programme Code : MADJ	Study Centre Name & Code:
Course Code: MDJP-005	Regional Centre Name & Code:
Name of the Learner:	
Enrolment No.:	
Address:	
Mobile No.	
Email:	

Date: ....

Signature of the Learner:
....

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…………………………………………