

MJML022

MJMP020

RESEARCH HANDBOOK



Indira Gandhi National Open University
School of Journalism and New Media Studies

“शिक्षा मानव को बन्धनों से मुक्त करती है और आज के युग में तो यह लोकतंत्र की भावना का आधार भी है। जन्म तथा अन्य कारणों से उत्पन्न जाति एवं वर्तमान विषमताओं को दूर करते हुए मनुष्य को इन सबसे ऊपर उठाती है।”

— इन्दिरा गांधी

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

— Indira Gandhi

M.A. (Journalism and Mass Communication)

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

COURSE COORDINATOR

Dr. K.S. Arul Selvan

Associate Professor & Programme Coordinator

School of Journalism and New Media Studies

IGNOU, New Delhi

ksarul@ignou.ac.in / 011-29571605 / 9319922711

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Research Handbook for Research Practicals & Dissertation for Master of Arts in Journalism and Mass Communication

This Handbook has been prepared to help you in doing Research Practicals (MJML022) and Major Project Work (Dissertation - MJMP020) by familiarising you with its various aspects. Go through the handbook before you begin work on these two Courses. This Handbook has three sections. The *first section* provides general information about the Research Practicals (MJML022); the *second part* details the different stages of the Major Project Work (Dissertation - MJMP020), and the *third part* consists of Annexures which shall be used at various stages of the Major Project Work (Dissertation).

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MJML022 - PRACTICAL (RESEARCH METHODOLOGY)

Introduction:

The objective of this course is to enable the learners to develop their Research Proposal, based on which the dissertation work will be completed. This Course is a practical based one; the evaluation of this course will be carried out based on a series of assignments that need to be submitted during an eight-week-long online workshop. Submission of the Research Proposal should be in the form of hard copy only, along with the Annexure A (duly endorsed by your Supervisor and sent along with his/her Curriculum Vitae).

Mode of Delivery:

The entire 8-week long online workshop activities shall be facilitated through an online platform. Learners are advised to register for the Workshop through this link - <https://forms.gle/pdnK32raRsFvMsHx5> OR use the given Q.R. Code to access the Registration Form.



Once you have submitted their form, the School will email you the details of the next scheduled workshop, giving details of the workshop and the online platform details in which the workshop will be conducted.

For any clarifications, you should contact the Course Coordinator (contact details are available on page 2 of this Handbook).

SCHEDULE OF WORKSHOP

An online Workshop for this course - **MJML022** will be conducted twice in a year. The first one will be sometime during March-May and the second Workshop will be sometime during September to November. Workshop scheduled for September to November for July Batches and March to May for January Batches. 'Batch' pertains to those students who have taken re-registration into the second year of MAJMC and lateral entry students of respective admission cycles.

Identification of Supervisor:

It is mandatory to work with a supervisor for your Dissertation. As the research proposal of MJML022 is linked to MJMP020, you should identify a Supervisor at the beginning of the Workshop. Please refer to the page number 17 for the eligibility criteria for a Supervisor to guide the MA (JMC) Dissertation.

8-Weeks Research Practical Workshop for MJML022

Week Number	Nature of Assignment	Expected Outcome	Word Limit	Marks Assigned
Week 1	Identification of a Research Area Reference: Unit 1 & 2 of MJM-031	Write about the significance and relevance of the topic	500 words	5
Week 2	Concept Note on the Research Area Reference: Unit 1 & 2 of MJM-031	A detailed description of the chosen topic	500	5
Week 3	Mind Mapping	Use a graphical representation of identification of associated keywords (minimum of 8-10 keywords).	150	10
Week 4	Prisma Chart	Identification of exclusion and inclusion criteria for Article search/ selection.	150	5
Week 5	Review of Literature Reference: Unit 5 of MJM-031	Identification of 20 Research articles, preferably from peer-reviewed journals. Write a brief Review of each Article (100 words for each Article)	2000	15
Week 6	Identification of Research Trends in the Chosen Research Areas Reference: Unit 3 of MJM-031	Based On Week 5 Review, Write About the Prominent Theoretical Frameworks, Statement of Problems, Methodological Design and Significant Findings.	500	10
Week 7	Identification of the Research Problem Reference: Unit 3 of Mjm-031	Write About the Aims of Your Study (Minimum of 3 Aims) Write About the Objectives of Your Research (Minimum of 6 Objectives)	500	10

Week 8	Identification/ Developing of Data Collection Tools Reference: Unit 6 of Mjm-031	Developing Your Data Collection Tools / Adopting a Tool	500	10
Finalising research proposal Reference: Unit 16 of MJM-031		Research proposal* contains 1. Concept Note [500 words] 2. Significance and Relevance [500 words] 3. Mind Map & PRISMA Chart [300 words] 4. Review of Literature [2000 words] 5. Research Problem, Aims and Objectives [1000 words] 6. Research Methodology [500 words] 7. Expected Outcome [200 words]	5000 words	
An Orientation on Statistical Application and Data Analysis				30 marks
		Eight Assignments + Statistical Tests	100 (70% Weightage)	
		Viva Voce	30 Marks	
		Total	(70 Assignments + 30 Viva Voce) <u>100</u> Marks	

*Research Proposal (Hard Copy) needs to be submitted to the Course Coordinator along with the Supervisor's consent form and Curriculum Vitae of the Supervisor within 45 days from the date of Week 8.

Viva Voce will be conducted by the SOJNMS/Course Coordinator through online mode.

FORMULATION OF THE PROJECT PROPOSAL

Your proposal is essentially describing what you propose to do and how you intend to go about it. The 1st 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 as discussed in Unit 5 of MJM031 in detail.

Think carefully and discuss with your Supervisor at length before selecting a topic for your project. Some of the issues that can help you in choosing the theme for your project work are given the next two pages:

The following list of topics are broad themes which 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 themes 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 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.

You should choose an area which is 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. Objectives should be written in a manner that they 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, objectives stated, the hypothesis formulated if any, and the methodology specified in the project proposal.

BRIEF DESCRIPTION OF WEEKLY SCHEDULES

A brief description of the weekly schedules is given below:

Week 1: Identification of Research Area:

To start your research work, as a first step, you need to identify the research area - preferably from the following list:

1. Media Audience
 - a. Changing Role of the Audience
 - b. Measuring Audience
 - c. Transnational Audiences
 - d. Commodification of Audience
2. Media Policy
 - a. Privacy Issues of Digital Media
 - b. Internet Governance
 - c. National and International ICT Policies

- d. National and International Media Policies
 - e. Historical Development of Communication and Media Policies
 - f. Comparative Analysis of Different Media Policy Systems
3. Alternative Media
 - a. Media Activism
 - b. Online Activism
 - c. Community Communication
 - d. Community Media Initiatives
 - e. Media and Marginalised Groups
 - f. Citizen Journalism/Media
 - g. Forms and Practices of Alternative Media
 4. Media and Gender
 - a. Gender Representation
 - b. Media and Gender Equality
 - c. Media and Marginalised Sexuality
 - d. ICT and Women Empowerment
 - e. Gender and Digital Media
 5. Evolution of Media and Communication System
 - a. History of National and Regional Media Systems (Print, Radio, Television, Film)
 - b. History of the Internet and Digital Media
 - c. Biographical Research on Media Professionals
 6. International Communication
 7. Media Law and Ethics
 - a. Human Rights and Media
 - b. Communication Rights
 - c. Social Media and Social Movements
 - d. Targeted Advertising
 - e. Power, Media Policy and Regulation
 8. Media and Education
 9. Participatory Communication
 10. Political Communication
 11. Media and Information Literacy
 - a. Media Health Literacy
 - b. Digital Literacy and Education
 - c. Digital Inequality
 - d. MIL, Empowerment and SDGs
 - e. Representations and Media Systems
 - f. Media and Children

12. Media and Environment
 - a. Media, Advocacy and Climate Change
 - b. Environmental Activism and Digital Media
 - c. Environment Communication
13. Health Communication
 - a. Digital Divide and Health Communication
 - b. The Portrayal of Health Issues
 - c. Fake News and Health Communication
 - d. Health Campaigns
 - e. Health Journalism
14. Media and Religion
 - a. News Coverage of Religion
 - b. Religious Communities and Media
 - c. Religious Media
 - d. Digital Religion
15. Integrated Marketing Communication
16. Journalism Studies
 - a. Newspaper Economics
 - b. Newspaper Role in Democracy
 - c. Journalism Ethics
 - d. Journalism Education
 - e. Political Dimension of Journalism
 - f. Journalism and its Audiences
 - g. Historical Dimension of Journalism
 - h. Diversity in Journalism
 - i. Advertising, Production and Circulation of Print Media
17. ***Interdisciplinary Approaches - by combining any two areas or sub-themes from 1-16 of the above list.***

The outcome of Week 1: Write a brief description of your chosen Research Area (500 words) - its relevance and significance for you to undertake your research topic. This week's assignment carries FIVE marks. To understand the basics of research work with a particular concern to Media and Communication Studies, refer to Unit 1 and Unit 2 of MJM031.

Week 2: Concept Note on the Research Area:

Once the topic is selected from the list, you need to develop a concept note on your chosen topic.

Three broad areas need to be stated in the concept note:

1. ***Background Statement:*** It includes the overall context of the given topic/area and its scenario in the Indian context. You should quote a few authentic resources to substantiate the statement while explaining the context. [250 words]

2. **Rationale and Significance:** Here you need to incorporate the writings of Week 1. [500 words]
3. **Justification of the Study:** In this segment, you need to give two crucial information - [a] why this topic is essential to undertake as a research study; [b] where this study is based (location). [250 words]

Week 3: Mind mapping:

In continuation to week 2, based on the initial understanding of the chosen topic, further research literature needs to be generated to have a detailed understanding. To search relevant literature, you should identify all sub-topics attached/associated with your research area. Mind mapping is a useful tool to identify your research sub-topics.

A mind map is a diagram used to represent concepts, ideas, tasks or other items linked to a central theme. In a mind map, the central theme is often illustrated with a graphical image. A quick recap on mind map from MJM022 (if you are a lateral entry student - please refer Unit 2 of MJM022).

You must make sure that you have all your resources in one place after you have written your concept note. While researching your literature, read quickly through the literature at hand, and use highlighter to indicate the literature you think you can use in your research proposal.

You could also make notes as you go along. Keeping notes will enable you to be specific and keep track of what you have read. It is good to concentrate on purely gathering information at this stage; wait until later to decide whether the information is valuable and vital.

Another essential technique, apart from note-making, is that you can explore ideas, information and arguments through a mind map. The mind map is primarily visual. As you think of ideas and information, you construct the visual display that arranges your information in a hierarchical structure. In this way, you can see each idea's relative importance and its relationship to other ideas.

Based on the process in which you have developed your mind map, you need to write a 150 words write-up for this week.

Week 4: PRISMA Chart

Based on the set of keywords generated through mind mapping exercises from Week 3, you need to start searching for relevant literature. To reap the benefits of Information and Communication Technology-based services, at the first stage, you need to develop a string of keywords through which you can search relevant information and research articles/literature. For example, based on week three, mind mapping exercise, find a sample string of keywords:

Representation OR coverage OR reports AND “climate change” OR environment OR pollution AND media OR press OR newspaper OR television OR online OR digital

Wherever you have two words, use double quotation marks to combine these two words into one keyword - in the above example, you can notice that climate change is being converted into single word by using double quotation marks = “climate change.”

With this keyword string, you may go to any research databases available to you to search relevant literature. You may avail IGNOU's remote access facilities [http://ignou.ac.in/userfiles/Registration%20form%20for%20student.pdf]. Secondly, you may use http://scholar.google.com website, and you use your keyword strings in these research databases. The results of the above keyword string from the Scholar Google website is below:

The screenshot shows a Google Scholar search results page. The search query is "Representation OR coverage OR reports AND 'climate change' OR environment OR pollution AND media OR press". The results are sorted by year. The first result is "Climate of scepticism: US newspaper coverage of the science of climate change" by L Antilla, published in 2005 in Elsevier. The second result is "Media attention for climate change around the world: A comparative analysis of newspaper coverage in 27 countries" by A Schmidt, A Ivanova, and MS Schäfer, published in 2013 in Elsevier. The third result is "Climate change and journalistic norms: A case-study of US mass-media coverage" by MT Boykoff and JM Boykoff, published in 2007 in Elsevier. The fourth result is "Flogging a dead norm? Newspaper coverage of anthropogenic climate change in the United States and United Kingdom from 2003 to 2006" by MT Boykoff, published in 2007 in Wiley Online Library. The fifth result is "Signals and noise: Mass-media coverage of climate change in the USA and the UK" by MT Boykoff and SR Rajan, published in 2007 in embopress.org. The sixth result is "Media coverage of climate change: current trends, strengths, weaknesses" by MT Boykoff and JT Roberts, published in 2007 in rockyanderson.org. The seventh result is "Lost in translation? United States television news coverage of anthropogenic climate change, 1995–2004" by MT Boykoff, published in 2008 in Springer.

The above keyword string will work with any database. The use of OR and AND as well as double quotation marks will function like limitation factors, through which databases will give you more relevant data. Based on your need, you may identify the required literature and start collecting it manually, until you reach the necessary amount of data/literature. You can fine-tune the keyword string with more relevant keywords.

While doing your literature search, you may restrict the research results in terms of the year (2016 onwards or similar custom period), full-access only contents, articles appeared in the research journals, and, thus, you can eliminate certain documents.

The screenshot shows a Google Scholar search results page. The search query is "Representation OR coverage OR reports AND 'climate change' OR environment OR pollution AND media OR press". The results list several articles related to climate change and media coverage. An "Advanced search" dialog box is open, allowing for more specific filtering. The dialog includes options to find articles with all, exact phrase, or at least one of the words, and options to exclude words like "plastic, sea, land". It also allows filtering by author, journal, and date.

In this way, you can reduce the vast majority of research articles' results into the most relevant ones for your research topic. The above process will give you an inclusion and exclusion criteria for further research. Based on your inclusion and exclusion criteria, you need to draw a chart depicting the process in which you have arrived into a certain number of articles and literature used for your research work.

Suggestive Procedure for Literature Collection:

- Round 1: Read Abstracts and Keywords of the shortlisted literature with the help of the strings of keywords
- Round 2: Find more keywords from the Articles, which might be more relevant to your Objectives
- Round 3: Refine your keywords as per collected literature, search it again with new keywords, and download the relevant literature.
- Round 4: Read the newly downloaded abstracts and keywords and check their relevance
- Note the numbers of literature shortlisted and removed based on abstract and keywords.
- Prepare the list of final shortlisted literature. Go through this list of literature carefully and explore any new keywords as per your objectives.
- Note the number of literature shortlisted and removed that forms your inclusion and exclusion criteria.

- Segregate and finalise your 20 shortlisted articles as per your objectives.

Based on the steps followed while finalising your literature, you need to create a PRISMA chart. Start from the earliest stages, add the number of research results you got. Then apply relevant exclusion criteria. For every exclusion criteria, automatically your results narrow down, and at the end, it leads to your final list of literature.

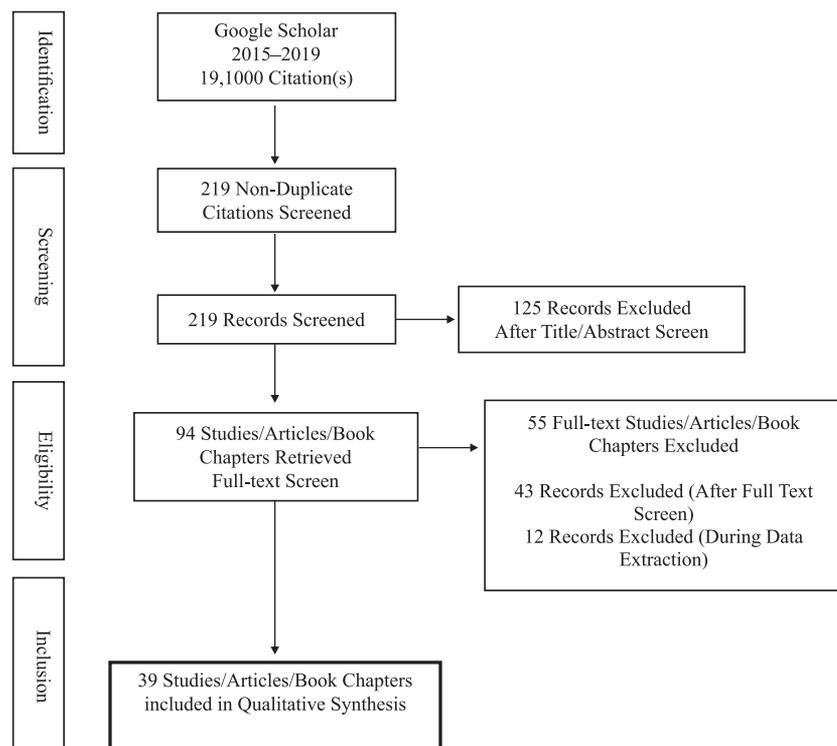
For your better understanding, based on the above keyword strings and steps followed as specified above, the following PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) chart is prepared.

You can create the PRISMA chart through R software using the following codes: You may change the numbers as per your actual results from your search outputs.

install.packages (“PRISMAstatement”)

library(PRISMAstatement)

```
prisma(found = 750,
        found_other = 123,
        no_dupes = 776,
        screened = 776,
        screen_exclusions = 13,
        full_text = 763,
        full_text_exclusions = 17,
        qualitative = 746,
        quantitative = 319,
        width = 800, height = 800)
```



Along with the PRISMA chart, you should submit the bibliographical details of the final list of articles finalised for your study during this week's activities.

Week 5: Review of Literature

For better clarity, refer and read Unit 5 of MJM031 - Review of Literature. Through this Unit, you will understand the purpose and method by reviewing literature that needs to be carried out. Find a brief about the techniques and relevance of Review of Literature (citing from Unit 5 of MJM031):

Review of Literature helps you to:

- **Refine ideas and concepts** of your research proposal/dissertation. The usefulness of this point can be understood in much clearer terms by reading a quote from Brennen (2013), "Literature review should not only give readers an understanding of what research has been done in this area but also describe how the new research project fits into the broader field of study and why it is important to pursue the study."
- **Select appropriate theoretical framework, and research method** - the review of literature review helps in selecting appropriate theoretical framework and research methods. The theoretical framework links a study with the larger body of work undertaken in a specific area and helps to focus and guide your inquiry. Similarly, you can learn from the strong points of previous research - the type of research approach used (qualitative; quantitative or mixed-method), research methods, tools, and techniques. A critical assessment of other scholars' research methodology will help you select suitable tools and strategies for your research objectives.
- **Identifying practical problems** - scrutinising this literature helps you find a research problem and fine-tune your research problems. A research problem seeks to provide a new set of information and knowledge, which are not available or available at a negligible level. The critical assessment of the literature review will help you identify this gap, facilitating a research problem(s).
- **Sharpen research objectives** - With the research problem being identified, available literature helps you to design and sharpen your research objectives properly for your research proposal. The findings of other studies help you formulate your research questions/hypotheses, an essential element of the research design/proposal development. More specifically, it allows you to mark/develop boundaries for your study area.

Based on your understanding of the process and techniques of Review of Literature, in Week 5, you need to write a review for each of your shortlisted articles. For research proposal development, you need to collect 20 (twenty) research articles from the reliable sources (preferably from peer-reviewed journals). Write a review of each item with a minimum of 100 words. End of this exercise will produce a 2000-word collection of reviews. Along with, submit the bibliographical citations of you 20 research articles.

Week 6: Identification of research trends in the chosen research areas

With the collection of your reviews of shortlisted articles, the next step is to arrange these reviews in a logical fashion that will overview the trends in your chosen area of study. According to Priest (2010), "Putting the

existing literature together in summary form, showing how it related to a new problem (or a new interpretation of an old one) and identifying gaps and opportunities in the existing research record is both demanding and creative.”

For these purposes, you need to organise your reviews in any two of the following four broad categories:

Chronological: In this form, you start arranging your reviews from the earliest published studies towards the more recent ones. The emphasis here is on the progression of work in a given area over a period of time. In this manner, you will notice the emerging trends in the given topic/area.

Thematic: All your reviews and articles give you a collection of some themes, issues and concepts. These emergent themes will have to be refined and merged for analysis.

Methodological: The studies may also be organised in terms of theoretical frameworks, methods, materials used and key variables investigated. You may organise the reviews in terms of qualitative and quantitative research and mixed methods approaches. This will enable you to assess their methodological strengths and weaknesses and reveal how research practices differ across groups, times and settings.

Area-wise: Materials can also be classified based on the world from where the studies emanate - from developing countries; developed countries; Eastern Europe or North America or Studies in India. Such categorisation can trace common emergent trends from a specific geopolitical area for analysis.

You can select one way or another method for arranging your reviews. For example, arrange it theme-wise and then include studies chronologically, starting from the early studies to the latest ones. Each theme should be given a sub-head, and within that, you may proceed chronologically. The bottom line is that there should be some rationale for placing the studies under a broad head. A thread should run throughout the entire review so that the various studies are linked in some way to reveal emergent patterns and trends.

For Week 6, you need to find out the emerging research trends in your chosen field under three categories - thematically emerging trends, emerging trends in theoretical frameworks and trends in methodological approaches. Explain all these trends in a 500 word write up.

You need to identify two trends in each of these three categories. If your literature does not provide enough indications, you may enlarge the literature by going back to Week 3 and collecting more literature.

Week 7: Identification of research problem

Observe the emerging trends through your literature and figure out the research gap. These trends can be figured out in the thematic sections and determine the significant outcomes of the literature you have collected.

The major trends may be synthesised with your overall contextual frameworks based on which you may devolve into firming your research problems.

Once you have identified your research problem, you need to write your research study's aims and objectives. Write a minimum of three aims and corresponding objectives. The word limit for this exercise is 500.

Week 8: Identification/developing of data collection tools

Based on your research aims and objectives, you need to devise the appropriate data collection tools. More importantly, you need to plan how you will collect the data, which are the potential sources you will tap on and fix a time frame for collecting data. By answering these questions, your research design will be ready.

An Orientation on Statistical Application and Data Analysis

As part of this practical course and your research proposal developments, you are expected to learn the basics of statistical applications for social sciences. Refer to Unit 14 of MJM031. Alongside the online workshop, you will be introduced to measures of central tendency, measures of dispersion, statistical tests based on Nominal and Ordinal Data. All these statistical applications and data analysis will be facilitated through R software. Assignments related to the applications mentioned above need to be enclosed along with your research proposal for the evaluation. This segment carries 30 marks.

GENERAL INFORMATION

Project is an independent investigation and your organised 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 M.A (JMC). 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 media and communication studies.

The Project Work is worth 4 credits, and you are expected to spend about 120 hours of total work in 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 Report.

SUBMISSION OF PROJECT PROPOSAL

After you opt for the project work, you are expected to submit the typed copy of the project proposal along with Project Proposal form (Annexure 'A' of this manual) to the address mentioned on page 18.

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 cover page (Annexure 'A') of your proposal.

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

Identifying the project's theme and preparing the project proposal will be discussed in the next part. However, it is desirable to point out at this stage that your project proposal must include the following:

- The title of the proposed project

- A clear statement of the problem (s) to be examined
- Objectives of the proposed study
- The kind of data/information to be used
- Research Methodology, and
- Expected outcome.

PROJECT SUPERVISION

Your Project shall be guided by a Supervisor recognised by the Indira Gandhi National Open University. All academic counsellors are recognised as Supervisors for Project Work. Other than MA (JMC) programme counsellors, you may contact a person who fulfils the following criteria - Masters Degree with FIVE years of experiences in the media industry/ media faculty/communication researcher.

You should prepare a Project Proposal with the help of your Supervisor/ Academic counsellor available at your Study Centre.

The Supervisor will:

- acquaint you with such local groups and agencies which may be relevant to your work,
- give you letters of authorisation which would enable you to make enquiry and investigations in different offices about 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
- suggest books and articles that you may find useful in your work.

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

**Programme Coordinator
M.A. JMC
School of Journalism and New Media Studies
Block No. 15-A
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.
- 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 of MJML022.
- Put the name and code of your course (in this case MJMP020), your enrolment number, the name of your Study Centre and the Regional Centre on the first page. In other words, fill the Proforma given in Annexure A very carefully.

PROJECT EVALUATION

Upon its submission, your Project Report will be sent to an examiner. You must secure a minimum of 40% marks in your Project Work to complete your course. Please note that your project's evaluation will take a minimum of two months from the date of submission.

Prepare two copies of your Project Work and send only one on the following address for evaluation:

Registrar
SED Division
Block 12
Indira Gandhi National Open University
Maidan Garhi, New Delhi – 110068

Do 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 Annexures 'C' and 'D' 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 Report will be distributed as under for evaluation purposes.

Distribution of 100 marks of the Project-Work Report	Weight age
1) Clarity of topic Language, coherence, style, etc	10%
2) Review of Literature	20%
3) Clarity of objectives and methodology	25%
4) Analysis and interpretation	25%
5) Conclusions	10%
6) References	10%

Remember:

- The Project Work should be original and in your language;
- You should not copy or reproduce any published or unpublished project or else it would be cancelled;
- Arguments should be substantiated by your data/reports/published materials;
- Information should be adequately documented;
- The research methodology adopted by you should be stated in the first chapter of your work; and
- Give a references at the end. It should include citations of all your sources like records, documents, reports, interviews, group meetings, newspapers, magazines, etc. listed under separate heads.

MJMP020: STAGES OF PROJECT WORK

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

Identification of Data Requirement

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

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

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

2.2.2 Sources of Review of Literature

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

2.2.3 Data Collection Methods

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

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

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

2.2.4 Data Analysis

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

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

2.2.5 Writing the Project Report

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

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

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

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

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

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

Guidelines for the Preparation of Dissertations

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

1.0 Organisation of the Dissertation

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

1.1 Introduction

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

1.2 Review of Literature

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

1.3 Research Design / Methodology

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

1.4 Findings & Discussion

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

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

1.5 Summary & Conclusions

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

1.6 References

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

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

1.7 Appendix

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

Dissertation FORMAT

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

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

Level 1

Level 2

Level 3

Level 4

Level 5

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

3.1 Binding

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

3.2 Front Covers

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

3.5 Declaration Sheet

Use Annexure B.

3.6 Approval Sheet

Use Annexure D

3.7 Abstract

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

3.8 Index Page

Here list all your chapters with the page numbers.

3.8.1 List of Figures and Tables

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

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

Examples of few entries are given below for your reference.

Citation Formats (as per APA Style):

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

REFERENCES AS PER APA STYLE – Examples

1. Journal Articles - One author

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

2. Journal Articles - Two and more authors

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

3. Magazine Articles

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

4. Newspaper Articles

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

4. Books - One author

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

5. Books - More than one author

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

6. Edited book

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

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

7. Chapter in a book

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

8. Government report

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

9. Online Article without DOI

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

10. Online Newspaper Article

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

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

11. Research / Technical report from a website

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

12. Article from website e-journal

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

13. Online and Social Media References:

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

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

14. Email

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

15. Handout / Press Releases

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

PROJECT PROPOSAL PROFORMA

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

Date

Name

Course Code

Programme No.

Address

.....

.....

Regional Centre

Study Centre Name

Study Centre Code

Title of the Project.....

(enclose the proposal/synopsis of the project)

(By The Supervisor)

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

By (name of the candidate) has been prepared

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

(Signature of the Supervisor)

Name

Designation

Address

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.....

[Sample Format of Cover Page of the Dissertation]

Dissertation Title

Submitted in partial fulfilment of the requirements for the degree of

Master of Arts in Journalism and Mass Communication

by

Name of the Candidate

(Roll Nos. _____)

Supervisor :



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

Declaration

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

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

Signature

Student name

Date

[Format - Certificate from the Supervisors CERTIFICATE]

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

Place: _____

Signature of the Supervisor

Name:

Date: _____

Designation:

NOTES

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NOTES

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