

11. GUIDELINES FOR UNDERTAKING PROJECT UNDER THE SUBJECT, MASTER THESIS (MJ0015)

1. Overview

In the scope and duration of the course, the master project is the postgraduate student's major effort of the year, an in-depth exploration of a topic as a journalist would pursue it.

The master project may be executed in topics related to television and advertising.

2. Choosing the Topic for the Project

The choice of these fields must correspond to the electives chosen by the student. The project is intended to demonstrate students' ability to conduct and sustain research over several months, their ability to gather and organize large amounts of material, and their capacity to present that material clearly and accurately. There is no formal class session. The project is meant to provide an intellectual challenge to a student that goes beyond daily or weekly stories.

Suggested Topics for Master Thesis in communication research

Print media

- Readership research
- Reader profiles
- Item selection studies
- Reader-non reader studies
- Uses and gratification studies
- Editor-reader comparison studies
- Magazine readership studies
- Circulation research
- NP management research
- Typography and make-up research
- Readability research
- Print media and internet research

Electronic media

- Ratings research

- Programme testing
- Performer Q
- Focus groups
- Item selection studies
- Uses and gratification studies
- EM management research

Advertising and PR research

- Copy testing
- Cognition research
- Affective research
- Connotative research
- Copy validity
- Audience research-size, exposure etc
- Campaign evaluation
- Marketing
- PR audits
- PR planning
- Gate keeping
- Output analysis
- Evaluation research
- Research in media effects
- Pro-social and anti-social effects
- Historical
- Survey
- Panel studies
- Media function research
- Uses and gratification studies

3. Research proposal (synopsis) format/procedure

a) Research title:

- It should be concise and precise
- It should show the relationship between independent and dependent variables
- It should specify the major area of work to be undertaken

b) Introduction to the study:

- It should discuss the theoretical aspects of the major field of work.
- It should clarify the overall objective of the research work.
- It should provide the social significance of the study.

c) Review of literature:

- It should provide a comprehensive data about the available research
- It should discuss the relevance of the present work with reference to the past work
- It should be properly documented (referenced)

d) Methodology:

- Statement of the general objective of the study
- Statement of the specific objectives of the study
- Statement of hypothesis
- Research or Null hypothesis
- Statement of sampling procedure
- Sampling technique and size
- Statement of tools for data collection
- Questionnaire, Interview schedule, Interview guide, Content category
- Statement of research technique/type
- Survey, Ex-post facto, Experiment, Case study, Content analysis
- Operational definitions
- Concept and constructs defined, reliability and validity
- Statement of analysis procedure
- Descriptive analysis or inferential analysis including statistical tests.

e) Conduct of research:

- It should be based on the stated objectives of the study and method adopted
- It should follow all the procedures stated

f) Research report writing:

It should contain the following chapters

- Introduction
- Review of literature

- Research methodology
- Analysis and findings
- Limitations of the Study
- Conclusion and Further Recommendations

4. Submission of Project report:

- (i) It is expected that students will provide a comprehensive written report of the project in following headings:
 1. Introduction
 2. Review of literature
 3. Research methodology
 4. Analysis and findings
 5. Limitations of the Study
 6. Conclusion and Further Recommendations
 7. References cited
- (ii) First evaluation must be carried out at the study centre by the project supervisor(s). It is also expected that the Project report is duly signed by the **Project supervisor(s)** and the **Centre Authorities**.
- (iii) Soft (CD) & hard copy of a project report should be sent to the University for further evaluation by subject experts.
- (iv) Marks will be allotted to each project only after university evaluation.

5. Guidelines for Project Evaluation

5.1 University Evaluators:

- a) Student projects will be evaluated at university by concerned faculty or by invited subject experts.

5.2 Evaluators should look for the following points during evaluation:

Validity of the Work

- Media information within the project
- Source of data is referenced or not.
- Whether the project includes enough Mass communication background information to provide a context for the problem that is addressed.

Writing Ability

- Check for grammatical, spelling and other typographical errors.

Presentation of the Materials

- Relevance of methodology and results with objectives
- Whether the project adequately fulfilled the goals of the assignment

5.3 Criteria's for selecting the topic and organization:

- a) **Elective group:** Project must be undertaken on any one of the selected combination i.e. one can undertake the project either on elective subject or marketing. For example if the elective is Advertising and Public Relations, he/she can undertake project either in advertising or public relations but not on both.
- b) **Originality:** Your work must be yours alone and must be original in nature. You can certainly take ideas from else where, but be sure that you develop them in a way unique to suit yourself and the project which you are carrying out.
- c) You must consult your internal guide or external guide in selection of topic.
- d) You can do the project in the organization where you are working/ have worked/intended to work.
- e) It is good Idea to link your project to your future plans. This will be a useful piece of research for you and it will also demonstrate to your potential employers your enthusiasm and knowledge.
- f) Remember that you are restricted in a number of ways, such as resources, time, equipment, it is necessary to complete your project with in the specified time.

6. Format of report for the submission:

1. The full content of the report must be hard bound together so that the pages cannot be removed or replaced.
2. The cover of the report must contain, title, name of the candidate, the award and the year of submission. (Refer annexure. A).
3. Text pages should be printed on one side of the paper, preferably with 1.5 spacing, and page numbers at the bottom of the each page. Margins should be 2" on the left and 1" on the right.
4. Please use separate index sheets for all chapters each chapter should start from a new page.
5. The declaration must be duly signed by the student (Refer annexure B)
6. The project report must be about 100-150 pages.
7. Report must contain all the necessary documents such as certificate from the viva-voce panel (refer annexure C) Certificate of the University study centre (Refer annexure D) Company certificate, acknowledgements etc.



8. One copy of the project report along with CD, must submit to the UNIVERSITY.

TABLE OF CONTENTS:

Part I

Page No.

1. Introduction
2. Review of literature
3. Research methodology
4. Analysis and findings
5. Limitations of the Study
6. Conclusion and Further Recommendations

Part II

- i) Appendix
- ii) Bibliography
- iii) References

Note: this only suggestive but not exhaustive

Annexure A (cover page)

Emblem

University centre address and code No:

Title of project report

By

(Your name)

A project report submitted in partial fulfillment of the requirements for
Master of Journalism and Mass Communication
Of Sikkim Manipal university, INDIA

6



Sikkim-Manipal University of Health, Medical and Technological sciences
Directorate of Distance Education
Syndicate House
Manipal – 576 104

Annexure-B (Student Declaration)

I here by declare that the project report entitled

(Title)

Submitted in partial fulfillment of the requirements for the degree of
Masters of Journalism and Communication

To Sikkim-Manipal University, India, is my original work and not submitted for the award
of any other degree, diploma, fellowship, or any other similar title or prizes

Place: (Name of candidate)

Date: Reg. No:

Annexure C (Examiner's Certification)

The project report of

(Your name)

Title

Is approved and is acceptable in quality and form

Internal Examiner

External Examiners

(Name, qualification and designation)

(Name, qualification)

Annexure D (University Study Centre Certificate)

This is to certify that the project report entitled

(Title)

Submitted in partial fulfillment of the requirements for the degree of



Master of Journalism and Mass Communication of
Sikkim-Manipal University of Health, Medical and technological sciences

(Student Name)

has worked under my supervision and guidance and that no part of this report has been submitted for the award of any other degree, Diploma, Fellowship or other similar titles or prizes and that the work has not been published in any journal or Magazine.

(Reg. No)

Certified

(Guide's Name and Qualification)