Sacred Heart College (Autonomous)

Department of Communication

Masters in Communication and Journalism

Course plan

Academic Year: 2018 – 19

Semester IV

COURSE 1: 15P4MCJT13: COMMUNICATION FOR DEVELOPMENT

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	4	
COURSE CODE AND TITLE	15P4MCJT13: COMMUNICATION FOR DEVELOPMENT	CREDIT	4	
HOURS/WEEK	4	HOURS/SEM	72	
FACULTY NAME SUJITH NARAYANAN				

COURSE OBJECTIVES
To illustrate the concept of Development Communication.

To analyze the different approaches and theories.

To interpret the ideas and models of communication in the modern society.

To analyze the core areas of Development Campaigns.

To create messages to inculcate the idea of social responsibility and generate awareness of state and central government welfare measures.

SESSION TOPIC		LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
	MODULE I			
1	Introductory Session	PPT	Video	
2	Concept of Development	PPT/Lecture		
3	Origin	PPT/Lecture		
4	Definitions	PPT/Lecture		
5	Meaning	Lecture		
6	Characteristics	Lecture		
7	Indices & Obstacles	Lecture		
8	Models	Lecture		
9	Reason & Remedies of Under	Lecture	Group	
	Development		Discussion	
10	Science, Technology, & Development	Lecture		
11	Development Communication	Lecture		
12	Origin	Lecture		
13	Meaning	Lecture		
14	Concept	Lecture		
15	Definition	Lecture		
16	Philosophy	Lecture		
17	Role of Communication & Information in development	Lecture		
18	Development Support Communication	Lecture		
19	Media Selection and message design for development	Lecture		

	Traditional & New media for Development			
	Multimedia Development	Lecture		
22		PPT		
23	Student Seminar	PPT		
24	Student Seminar	PPT		
25 F	Revision	PPT		
<u> </u>	MODULE II			1
26	Major theories & Models of Development	PPT/Lecture		
27 (Communication-Dominant-Paradigm	Lecture		
28 (Communication approaches	Lecture		
29	New Paradigm for Development	Lecture		
30 [Dependency Theory	Lecture		
31 E	Bi-polar theories of Development	Lecture		
32 (Communication Theory of Development	Lecture		
33 <i>A</i>	Alternative Concept of Development	Lecture		
34	Socialistic Model	Lecture		
	Integrated rural development of mass communication	Lecture		
	Participatory Concepts, Gandhian model of Communication	Lecture		
37	Student Seminar	PPT		
38	Student Seminar	PPT		
39	Student Seminar	PPT		
40 F	Revision	PPT		
	C	CIA-1		
	MODULE III		_	1
41	India & Development	PPT/Lecture	Group Discussion	
42 I	Industrialization & Globalization	PPT/Lecture		
43 F	Five Year Plan	PPT/Lecture		
44 [Discussion On CIA – 1	Lecture		
45	Nehruvian model	Lecture		
46 9	Social development model	PPT/Lecture		
47 F	Family Planning	PPT/Lecture		
48 F	Rural Development	PPT/Lecture		
49	NREGA			
50 F	Rural Education & Public Health	PPT/Lecture		
51	TV & Indian development –SITE	PPT/Lecture	Video	
	Educational Programmes, ETV, INSAT, EDUSAT, KHEDA MOVEMENT			
	Radio and Indian Development - Radio rural forums, Community radio			
-	Student Seminar	PPT		
54	Stadent Seminar			-

56	56 Student Seminar						
57	Revision	PPT					
	MODULE – IV						
58	Kerala & Development – Kerala model	Lecture	Group discussion				
59	Governance and decentralized development model	Lecture					
60	Peoples Plan, State Planning Commission	Lecture					
61	KSSP, Kudumbasree, Janasree, SHGs, NHGs	Lecture					
62	Micro financing, Victors Channel	Lecture					
63	Student Seminar	PPT					
64	Student Seminar	PPT					
65	Student Seminar	PPT					
66	Revision	PPT					
	CIA – 2	2					
	MODULE	- V					
67	Development Journalism	Lecture	Video				
68	Development News-Concept	Lecture					
69	Contemporary issues in development	Lecture					
70	Development and Women, Human rights	Lecture					
71	Marginalized community and NGOs	Lecture					
72	Revision	Lecture					

	Date of	Topic of Assignment & Nature of assignment (Individual/Group
	completion	– Written/Presentation – Graded or Non-graded etc)
1	21/01/2019	Primary education is still a distant dream for many countries which
1		under developed. The role of media in this issue
	11/01/2019	Poverty, hunger, malnutrition still haunt the regions of many
2		developing countries. How can mass media contribute to alleviation of
		poverty?

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

	Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
1	09/02/2019	Women molestation/ rape is rampant now in India. Examine the role of mass media in tackling the issue. (GROUP DISCUSSION)
2	20/01/2019	Examine the role of media in economic reform as a path to Development?

References

- Rogers Everett M: Communication and Development- Critical Perspective, Sage, New Delhi, 2000
- Srinivas R. Melkote& H. Leslie Steeves: Communication for Development In The Third World, Sage Publications.
- Belmont C A: Technology Communication Behavior, Wordsworth Publication, New Delhi, 2001.
- UNDP: Human Development Report (published every year), Oxford University Press, New Delhi.
- World Bank: World Development Report (published every year) Oxford University Press, New Delhi.
- Wilbur Schramm: Mass Media and National Development- the role of information in developing countries, UNESCO/ Stanford University Press, 1964.
- Amartya Sen: Development as freedom, Alfred A Knopf, New York, 1999.
- DayaThussu: Media on the move: Global flow and contra flow: Routledge, London, 2006.
- D V R Murthy: Development Journalism, What Next?, Kanishka Publication, New Delhi, 2007.

COURSE 2: 15P4MCJT14: RESEARCH METHODS FOR MEDIA (THEORY)

PROGRAMME	MA COMMUNICATION AND JOURNALISM	SEMESTER	4
COURSE CODE AND TITLE	15P4MCJT14 RESEARCH METHODS FOR MEDIA	CREDIT	4
HOURS/WEEK	10	HOURS/SEM	72
FACULTY NAME SHANTHI MATHAI			

COURSE OBJECTIVES

To demonstrate knowledge of research literacy in preparing the right research designs.

To apply the knowledge of research methods and working knowledge of the theories and frameworks in doing research projects.

To understand the ethical issues involved in conducting media research.

To conduct research with methodological clarity and use various methods of data collections and data analysis efficiently.

To write a thesis report following the research report format.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
	MODULE I			
1	General introduction to the course	PPT	Video	
2	Research-Definitions	PPT/Lecture		
3	Functions of Research	PPT/Lecture		
4	Research Objectives	PPT/Lecture		
5	Functions of Research	Lecture		
6	Research problem	Lecture		
7	Research problem	Lecture		
8	5 W's of Research	Lecture		
9	Types of communication research	Lecture	Group Discussion	
10	Qualitative research	Lecture		
11	Qualitative research	Lecture		
12	Quantitative research	Lecture		
13	Quantitative research	Lecture		
14	Historical research	Lecture		
15	Descriptive research	Lecture		
16	Exploratory studies	Lecture		

17 Fundamental, Applied studies Lecture 18 Fundamental, Applied studies Lecture 19 Scientific study Lecture 20 Analytical and Experimental Research Lecture 21 Elements of Research Lecture 22 Research process PPT 23 Research process PPT 24 Hypothesis formulation PPT/discussion 25 Hypothesis formulation PPT/discussion 26 Research design PPT/discussion 27 Research design PPT/discussion	
19 Scientific study 20 Analytical and Experimental Research Lecture 21 Elements of Research 22 Research process 23 Research process 24 Hypothesis formulation 25 Hypothesis formulation 26 Research design Pettoure PPT PPT PPT PPT/discussion PPT/discussion PPT/discussion	
20 Analytical and Experimental Research Lecture 21 Elements of Research Lecture 22 Research process PPT 23 Research process PPT 24 Hypothesis formulation PPT/discussion 25 Hypothesis formulation PPT/discussion 26 Research design PPT/discussion	
21Elements of ResearchLecture22Research processPPT23Research processPPT24Hypothesis formulationPPT/discussion25Hypothesis formulationPPT/discussion26Research designPPT/discussion	
22 Research process PPT 23 Research process PPT 24 Hypothesis formulation PPT/discussion 25 Hypothesis formulation PPT/discussion 26 Research design PPT/discussion	
23 Research process PPT 24 Hypothesis formulation PPT/discussion 25 Hypothesis formulation PPT/discussion 26 Research design PPT/discussion	
24Hypothesis formulationPPT/discussion25Hypothesis formulationPPT/discussion26Research designPPT/discussion	
25 Hypothesis formulation PPT/discussion 26 Research design PPT/discussion	
26 Research design PPT/discussion	
27 Research design PPT/discussion	
28 Variables and Measurements PPT/discussion	
29 Variables and Measurements PPT/discussion	
30 Reliability and Validity PPT/discussion	
31 Analysis and Interpretation of data PPT/discussion	
32 Sampling - Selecting a Sample PPT/discussion	
33 Types of Sampling – Probability & Non- PPT/discussion probability	
34 Ethical issues of informed and voluntary consent PPT/discussion	
35 Evaluation Discussion	
MODULE 2	
36 Nature and sources of data Collaborative	
lecture	
37 Techniques of data collection PPT/discussion	
38 levels of measurement PPT/discussion Class exercise	
39 Data Collection Methods – Qualitative PPT/discussion and Quantitative	
40 Data Collection Methods – Qualitative PPT/discussion and Quantitative	
Questionnaire-Interview schedule PPT/discussion Group 41 Discussion	
42 Interview Types PPT/discussion	
43 Observation PPT/discussion	
44 Case study PPT/discussion	
Content Analysis, Types of Content PPT/discussion	
45 Analysis,	
46 Process of content analysis PPT/discussion	
Data processing -Data analysis and PPT/discussion Class exercise organization, Tabulation	
Technological tools- relationship PPT/discussion Class exercise	
Variation or dispersion. Mean PPT/discussion Class 49 deviation and standard deviation, exercise	

		exercise
Use of Chi-square	PPT/discussion	Class
		exercise
F-test	PPT/discussion	Class
		exercise
T-test ANOVA	PPT/discussion	Class
		exercise
CIA	1	
Parametric and nonparametric tests of	PPT/discussion	Class
significance		exercise
Karl Pearson's co-efficient of	PPT/discussion	Class
correlation		exercise
Evaluation	Discussion	
MODU	ILE 3	
Research in print and Electronic Media	Collaborative	
	lecture	
Mass media effect studies	Collaborative	Group
	lecture	discussion
Mass media effect studies	Collaborative	
	lecture	
Market Research	Collaborative	Group
	lecture	project
Public Opinion Research	Collaborative	
	lecture	
Readership and Audience Survey	Collaborative	
	lecture	
Research in Communication and	Collaborative	
Media	lecture	
Source Analysis	Collaborative	
	lecture	
MODU	ILE 4	
Thesis Writing	PPT/Lecture	
Thesis Writing	PPT/Lecture	
Thesis Writing	Discussion	Video
Project planning and Budgeting	Discussion	
Dissertation Formats and Submission	Discussion	
		1
	Discussion	
IFthical perspective of Mass media	1 1 115(1155101)	
Ethical perspective of Mass media Research	Discussion	
Research		
	Discussion	
	F-test T-test ANOVA CIA Parametric and nonparametric tests of significance Karl Pearson's co-efficient of correlation Evaluation MODU Research in print and Electronic Media Mass media effect studies Market Research Public Opinion Research Readership and Audience Survey Research in Communication and Media Source Analysis MODU Thesis Writing Thesis Writing Thesis Writing Project planning and Budgeting Dissertation Formats and Submission CIA MODU	F-test PPT/discussion T-test ANOVA PPT/discussion CIA 1 Parametric and nonparametric tests of significance Karl Pearson's co-efficient of correlation Evaluation Discussion MODULE 3 Research in print and Electronic Media Collaborative lecture Mass media effect studies Collaborative lecture Market Research Market Research Public Opinion Research Readership and Audience Survey Collaborative lecture Research in Communication and Media lecture Research in Communication and Collaborative lecture Thesis Writing PPT/Lecture Thesis Writing PPT/Lecture Thesis Writing Discussion Discussion

	Date of	Topic of Assignment & Nature of assignment	
	completion	(Individual/Group – Written/Presentation – Graded or	
		Non-graded etc)	
1	15/01/2019	Assignment: Elaborate the steps in the research process.	
		Analyse a published research paper and present to the class	
2	11/01/2019	 Research problem, objectives, hypotheses, methodology – 	
		data collection methods, data anaysis methods and findings	

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

		Date of completion	Topic of Assignment & Nature of assignment (Individual/Group – Written/Presentation – Graded or Non-graded etc)
	1	20/02/2019	Conduct a questionnaire survey and do the analysis
1		20/02/2019	and bring out findings

References

- Roger D. Wimmer, Joseph R. Dominick (2011). Mass Media Research: An Introduction. Boston: Wadsworth
- Arthur Asa Berger (1998). Media Research Techniques. London, New Delhi,
 Thousand Oaks: Sage Barrie Gunter (2000). Media Research Methods: Measuring
 Audiences, Reactions and Impact. Thousand Oaks, London, New Delhi: Sage
- Susanna Hornig Priest (2010). Doing Media Research: An Introduction. Thousand Oaks, London, New Delhi: Sage.
- Denis McQuail, Peter Golding, Els De Bens (2005). Communication Theory and Research. Thousand Oaks, London, New Delhi: Sage
- Jennings Bryant, Mary Beth Oliver. Media Effects: Advances in Theory and Research.
 London, New York: Routledge
- David K. Perry (2002). Theory and Research in Mass Communication: Contexts and Consequences. Mahwah: Lawrence Erlbaum Associates
- Shahira Fahmy, Mary Angela Bock, Wayne Wanta (2014). Visual Communication Theory and Research: A Mass Communication Perspective. New York: Palgrave Macmillan
- Denis McQuail (2005). McQuail's Mass Communication Theory. Thousand Oaks, London, New Delhi: Sage

COURSE 3: 15P4MCJT15 NEWMEDIA, FEATURE AND TECHNICAL WRITING

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	4
COURSE CODE AND TITLE	15P4MCJT15 NEWMEDIA, FEATURE AND TECHNICAL WRITING	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	BELBIN P BABY		

COURSE OBJECTIVES

To understand the concept of new media technologies with special emphasis on the web world with recent trends

To describe and explain the implication of new concepts, products and services within the area of Internet and new media

To understand and know how to follow the stages of the writing process

(prewriting/writing/rewriting) and apply them to technical and workplace writing tasks

To gain the technical skills of mobile newsgathering through the use of mobile devices and apps to gather, produce, and distribute news content

To understand the basic components of definitions, descriptions, process explanations, and other common forms of technical writing

SESSION	ТОРІС	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
	MODULE I		•	
1	Introduction to the concept of Cyber Journalism	PPT	Video	
2	Concepts of ICE, ICT	PPT/Lecture		
3	Virtual Reality	PPT/Lecture		
4	Information Super Highway	PPT/Lecture		
5	Grid/Glut	PPT/Lecture		
6	Concept of Information Society	PPT/Lecture		
7	Concept of Information Society	Lecture		
8	Digital Convergence	Lecture	e-resource	
9	Digital Divide	Lecture		
10	Revision	Lecture		
	MODULE II			
11	Introduction to Online Journalism	PPT/Lecture		
12	qualities & skills needed for New Media Journalists	Lecture		
13	Major News portals in World	Lecture		
14	Major News portals in India	Lecture		

15	Major News portals in Kerala	Lecture					
16	Writing f o r N e w Media	PPT/Lecture	e-resource				
17	Writing f o r N e w Media	PPT/Lecture	e resource				
18	Ethics of cyber journalism	PPT/Lecture					
19 Design of Online Sites		PPT/Lecture					
20	Design of Online Sites	PPT/Lecture					
21	Design of Online Sites	PPT/Lecture					
22	Revision	PPT/Lecture					
	MODULE III						
23	CIA 1	PPT/Lecture					
24	Introduction to feature writing	PPT/Lecture					
25	Basics of creative writing-language	PPT/Lecture					
26	Elements, techniques of feature writing	Lecture					
27	Setting style and Finding ideas for feature	Lecture					
28	Finding ideas for feature	PPT/Lecture					
29	The art of headline writing	PPT/Lecture	Video				
30	Different types of leads	PPT/Lecture	Video				
31	Different types of leads	PPT/Lecture					
32	Interviewing for feature	Lecture					
33	Reviews Writing	PPT/Lecture	e-resource				
34	Columns and columnists	PPT/Lecture					
35	Columns and columnists	PPT/Lecture					
36	Photo features	PPT/Lecture	Video				
37	Cartoons	PPT/Lecture	Video				
38	Revision						
	Module IV						
40	News feature, Human Interest	Lecture	Demo				
41	Investigative feature , Analytical feature	Lecture					
42	Photo feature, Personality feature	Lecture					
43	Experience feature, Historical feature	Lecture					
44	Entertainment feature, Science feature	PPT/Lecture					
45	Geographical feature, literary feature	PPT/Lecture	e-resource				
46	Cultural feature, Political feature	PPT/Lecture					
47	Business features. Sports feature	Lecture					
48	Automobile feature, Festival feature	Lecture					
49	Market feature, Agricultural feature	PPT/Lecture					
50	Revision						
Module V							
51	What is Technical Writing	Lecture					
52	What is Technical Writing	Lecture					
53	Type of Technical Writing	Lecture					
54	Type of Technical Writing	Lecture					
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55	Qualities needed for a technical writer	PPT/Lecture		
56	Qualities needed for a technical writer	PPT/Lecture		
57	Challenges in front of technical writer	Lecture		
58	Challenges in front of technical writer	Lecture		
59	Career possibilities of Technical Writing	Lecture	e-resource	
60	Career possibilities of Technical Writing	Lecture		
61	Elements in Technical Writing	PPT/Lecture		
62	Elements in Technical Writing	PPT/Lecture		
63	Formal and in formal writing	Lecture		
64	Formal and in formal writing	Lecture		
65	Media opportunities in corporate world	Lecture	e-resource	
66	Media opportunities in corporate world	Lecture		
67	How to explore the opportunities in corporate world	Lecture		
68	How to explore the opportunities in corporate world	Lecture		
69	Revision			
70	Total Revision			
71	Total Revision			
72	Total Revision			

			Topic of Assignment & Nature of
Date of assignment (Individual/Group –		assignment (Individual/Group –	
		completion Written/Presentation – Graded or No	
			graded etc)
Ī	1	12/02/2019	Online story production

GROUP ASSIGNMENTS/ACTIVITES – Details & Guidelines

Tonic of Assignment C Noture		
		Topic of Assignment & Nature of
Date of		assignment (Individual/Group –
completion Written/Presentation – Graded		Written/Presentation – Graded or Non-
	graded etc)	
1	15/03/2019	Each student shall present a seminar on a
1	. 15/05/2019	topic in the syllabus allotted by the faculty
2	28/02/2019	How have media changed our lives? (Group
	26/02/2019	discussion)

References

- Aithison, Jean (2003), New Media Language, Routledge.
- Christopher, Callahan (2003), A Journalist's Guide to the Internet: The Net as a Reporting Tool. Second edition, Allyn Bacon
- Dovey Jon, New Media (2009), A Critical Introduction (2nd edition),
 Routledge.
- Dewdney, Andrew & Ride, Peter, The New Media Handbook
- Fenton, Natalie (2009), New Media, Old News: Journalism and Democracy in the Digital Age, Sage Publications.
- Hansen, Mark B.N, The New Philosophy for New Media, MIT Press.
- Harries, Dan, The New Media Book (Ed.)
- Huckerby, Martin (2005), The Net for Journalists, UNESCO and The Thomson Foundation
- Lievrouw, Leah A & Livingstone (2006), Sonia, Handbook of New Media, Sage Publications.
- Straubhaar, Joseph and La Rose, Robert (2000), *Media Now- Communications Media in the Information Age, Wadsworth.*
- Krista Van Laan (2012), The Insider's Guide to Technical Writing. CA: XML
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COURSE 4: 15P4MCJP04: PRACTICAL: LABORATORY JOURNAL/ INTERNSHIP

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	4
COURSE CODE AND TITLE	15P4MCJP04: PRACTICAL: LABORATORY JOURNAL/ INTERNSHIP	CREDIT	4
HOURS/WEEK	4	HOURS/SEM	72
FACULTY NAME	BELBIN P BABY		

COURSE OBJECTIVES

To understand the process of selection of news stories (news value), writing style and page layout.

To make different layouts for news stories using different software

To produce newspapers individually

To work with other industry professionals, collaborate with other individuals as members of a team

To get exposure and work on live projects in the industry and create portfolios.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
	MODULE I			
1	Introduction to lab journal production	Lecture		
2	Introduction to lab journal production	Lecture		
3	Introduction to lab journal production	Lecture		
4	Introduction to lab journal production	Lecture		
5	Research works to prepare lab journal	Practical		
6	Research works to prepare lab journal	Practical		
7	Research works to prepare lab journal	Practical		
8	Research works to prepare lab journal	Practical		
9	Research works to prepare lab journal	Practical		
10	Research works to prepare lab journal	Practical		
	MODULE II			
11	Searching for news stories	Practical		
12	Searching for news stories	Practical		
13	Searching for news stories	Practical		
14	Searching for news stories	Practical		
15	Searching for news stories	Practical		_

				-		
16	Searching for news stories	Practical				
17	Searching for news stories	Practical				
18	Searching for news stories	Practical				
19	Searching for news stories	Practical				
20	Searching for news stories	Practical				
21	Searching for news stories	Practical				
22	Searching for news stories	Practical				
	MODULE II	<u> </u>	_			
23	Writing news articles for lab journal	Practical				
24	Writing news articles for lab journal	Practical				
25	Writing news articles for lab journal	Practical				
26	Writing news articles for lab journal	Practical				
27	Writing news articles for lab journal	Practical				
28	Writing news articles for lab journal	Practical				
29	Writing news articles for lab journal	Practical				
30	Layout works for lab journal	Practical				
31	Layout works for lab journal	Practical				
32	Layout works for lab journal	Practical				
33	Layout works for lab journal	Practical				
34	Layout works for lab journal	Practical				
35	Layout works for lab journal	Practical				
36	Layout works for lab journal	Practical				
37	Layout works for lab journal	Practical				
38	Layout works for lab journal	Practical				
	Module	IV				
40	How to prepare internship report	Lecture	Demo			
41	How to prepare internship report	Lecture	Demo			
42	How to prepare internship report	Lecture	Demo			
43	How to prepare internship report	Lecture	Demo			
44	How to prepare internship report	Lecture	Demo			
45	Internship	Practical				
46	Internship	Practical				
47	Internship	Practical				
48	Internship	Practical				
49	Internship	Practical				
50	Internship	Practical				
	Module V					
51	Internship	Practical				
52	Internship	Practical				
53	Internship	Practical				
54	Internship	Practical				
55	Internship	Practical				
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56	Internship	Practical
57	Internship	Practical
58	Internship	Practical
59	Internship	Practical
60	Internship	Practical
61	Internship	Practical
62	Internship	Practical
63	Internship	Practical
64	Internship	Practical
65	Internship	Practical
66	Internship	Practical
67	Internship	Practical
68	Internship	Practical
69	Internship	Practical
70	Internship	Practical
71	Internship report writing	Practical
72	Internship report writing	Practical

		Topic of Assignment & Nature of	
Date of assignment (Individual/Group –		assignment (Individual/Group –	
completion Written/Presentation – Graded or		Written/Presentation – Graded or Non-	
		graded etc)	
1	26/03/2019	Lab journal production	
2	05/03/2019	Internship Report	

COURSE 5: 15P4MCJPJ: Project / Dissertation

PROGRAMME	MASTER OF COMMUNICATION AND JOURNALISM	SEMESTER	4
COURSE CODE AND TITLE	15P4MCJPJ: DISSERTATION	CREDIT	4
HOURS/WEEK	5	HOURS/SEM	72
FACULTY NAME	NAME SHANTHI MATHAI		

COURSE OBJECTIVES

To demonstrate their capacity to carry out a substantial piece of academic work on a selected topic in the field of Media Studies.

To define a research problem for examination and articulate a coherent scheme for examining the topic.

To gather the relevant information and analyse and present this information in a way which satisfactorily assesses the topic.

To write a dissertation report.

SESSION	TOPIC	LEARNING RESOURCES	VALUE ADDITIONS	REMARKS
	MODULE I			
1	Writing the introduction of the thesis	Lecture		
2	Area of Research	Lecture and discussion		
3	Research problem	Lecture and discussion		
4	Research problem	Lecture and discussion		
5	Importance of the problem	Lecture and discussion		
6	Research objectives	Lecture and discussion		
7	Research questions	Lecture and discussion		
8	Hypothesis	Lecture and discussion	Class exercise	
9	Hypothesis	Lecture and discussion		
10	Literature Review	Lecture and discussion		

11	Literature Review	Lecture and		
4.4		discussion		
11	Methodology	Lecture and discussion		
12	Methodology	Lecture and		
		discussion		
13	Methods of data collection	Lecture and	Video	
		discussion	lectures	
14	Methods of data collection	Lecture and		
		discussion		
15	Methodology	Lecture and		
		discussion		
16	Methodology	Lecture and		
		discussion		
17	Methodology	Lecture and		
		discussion		
18	Sampling	Lecture and	Video	
		discussion	lectures	
19	Sampling	Lecture and	Class	
		discussion	exercises	
20	Sampling	Lecture and		
		discussion		
21	Data analysis - Qualitative	Lecture and		
		discussion		
22	Data analysis - Quantitative	Lecture and		
20		discussion		
23	Avoiding Plagiarism	Lecture and		
2.4	D (.	discussion	CI.	
24	Referencing	Lecture and	Class	
25	Defense to	discussion	exercises	
25	Referencing	Lecture and		
26	December Dunient alemaine and	discussion		
26	Research Project planning and	Lecture and		
27	Budgeting Dissertation Formats and	discussion Lecture and		
27	Submission	discussion		
	MOD	L		
28		Research Work		
29	Writing Literature Review Writing Literature Review	Research Work		
30	Writing Literature Review	Research Work		
31	Writing Literature Review	Research Work		
		Research Work	Tutorial by	
32	Writing Literature Review		guide	
33	Writing Literature Review	Research Work	_	
35	Writing Literature Review	Research Work		
36	Writing Literature Review	Research Work		

37	Writing Literature Review	Research Work	
		ULE III	<u> </u>
38	Data Collection	Research Work	
40	Data Collection	Research Work	
41	Data Collection	Research Work	
42	Data Collection	Research	
		Work	
43	Data Collection	Research	Tutorial by
		Work	guide
44	Data Collection	Research	
		Work	
45	Data Collection	Research	Tutorial by
		Work	guide
46	Data Collection	Research	Baiac
		Work	
47	Data Collection	Research	
		Work	
48	Data Collection	Tutorial by	
		guide	
49	Data Collection	Tutorial by	
		guide	
	T	ule IV	1
50	Data analysis and interpretation	Research	
		Work	
51	Data analysis and interpretation	Research	
		Work	<u> </u>
52	Data analysis and interpretation	Research	
F2	Data analysis and interpretation	Work	
53	Data analysis and interpretation	Research	
54	Data analysis and interpretation	Work Research	-
54	Data analysis and interpretation	Work	
55	Data analysis and interpretation	Research	
JJ	Data analysis and interpretation	Work	
56	Data analysis and interpretation	Research	
30	Sata analysis and interpretation	Work	
57	Data analysis and interpretation	Research	
J.		Work	
58	Data analysis and interpretation	Research	
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59	Data analysis and interpretation	Research	Tutorial by
		Work	guide
60	Data analysis and interpretation	Research	
		Work	
61	Data analysis and interpretation	Research	

		Work]	
62	Data analysis and interpretation	Research]	
		Work		
63	Data analysis and interpretation	Research		
		Work]	
64	Data analysis and interpretation	Tutorial by		
		guide]	
65	Data analysis and interpretation	Tutorial by		
		guide		
	MOD	ULE V		
66	Writing the conclusion	Research		
		Work		
67	Writing the conclusion	Research		
		Work	Tutorial by	
68	Writing the conclusion	Research	guide	
		Work]	
69	Writing the conclusion	Research		
		Work]	
70	Writing the conclusion	Research		
		Work		
71	Writing the conclusion	Tutorial by		
		guide]	
72	Concluding session	Interactive		
		session		

		Topic of Assignment & Nature of
	Data of completion	assignment (Individual/Group –
	Date of completion	Written/Presentation – Graded or Non-
		graded etc)
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	15/03/2019	
2	15/3/2019	Submission of Thesis Report