



Netaji Subhas Open University

M.A. in Journalism and Mass Communication PGJM

Paper : 10 B- Dissertation

FOR DISSERTATION

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Notification

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Dr. Asit Baran Aich
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Netaji Subhas Open University

M.A. in Journalism and Mass Communication PGJM

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INTRODUCTION

Master of Arts in Journalism and Mass Communication(PGJM) of Netaji Subhas Open University comprises ten papers(Paper I to X) with a paper on Dissertation (Paper XB). It is mandatory for an enrolled learner of the PGJM course to submit a Dissertation which is considered as a full course of 50 marks(including 10 marks in Viva) in partial fulfilment of the requirements for the award of Degree of PGJM.

The primitive purpose of Dissertation paper/work is to nurture learners associated with scholarly research and writing, under the supervision of the esteemed faculty members/guides in order to provide opportunity to apply their knowledge/skill acquired during their study in real life situation. These pre-stated guidelines provide learners of PGJM, NSOU essential information that how to prepare a dissertation report in a format acceptable to the University. This manual includes tentative areas of work, writing style, presentation of report and required forms to submit. Learners are advised to strictly follow these guidelines for the preparation of the dissertation report.

Objectives:

Reports from researchers must be written in clear, plain language. The author uses a standard format to present the research in an organised, and logical manner. This may not accurately represent the sequence in which an author has completed or organised his/her work.

The general objectives of the Dissertation are to help the learner in:

- Making clear understanding of the dissertation work.
 - Chalking out a plan of action.
 - Learning and developing research skills.
 - To search for the hidden truth
 - To get acquainted with any phenomenon or to gain new aspects of it.
 - To investigate the attributes of any person, group, or any circumstances.
 - To develop and examine the hypothesis which narrates the causal connection between the variables.
 - To conclude and decide between solving the problem.
- (refer to Paper 8A Module 1 Unit 4 for further information)

Within this broad framework, this course will help the learner to:

- Identify and formulate research problems;
- Write a good research proposal;
- Identify and use of appropriate research methodology;
- Conduct scientific investigation in a systematic way;
- Collect and analyse data with appropriate tools, techniques, methods in the study of Communication.
- Write research report.

Types and Areas for Dissertation:

An illustrative list of topics is enclosed (Appendix IV) to give an idea about the topics for dissertation work. A learner can select a suitable topic from the emerging areas of the discipline of Journalism and Mass Communication in consultation with the approved supervisor/guide. They are only illustrative and not exhaustive. Students may opt any other area related to the discipline of Journalism and Mass Communication. The topic under study should have substantial scope for innovation, or, which may originate new knowledge, or which is from the emerging areas of information/ knowledge society.

Dissertation Supervision

You will be supported through the dissertation by an academic supervisor. The academic supervisor will ideally have background expertise in your area of study. However, this may not always be possible and you may be allocated a supervisor with more general subject knowledge. The academic supervisor will comprehend the research process regardless of their area of expertise and will advise you accordingly.

QUALIFICATIONS OF SUPERVISOR/GUIDE

The minimum qualifications of the supervisor are as follows:

- Full-time University/College Teachers of Journalism and Mass Communication
- Ph.D. degree in Journalism and Mass Communication
- Research Scholar in Journalism and Mass Communication
- Media Professional (More than 10 years of expertise)

A Supervisor/ Guide can supervise maximum 5 (five) students in one academic session. The Supervisor/ Guide will be paid a token remuneration for each project as per University rules. He/ She may claim this remuneration to the Office of the Controller of Examinations, only after submission of the dissertation of the student(s) to that Office in the prescribed form (enclosed).

Role of Academic Supervisor

The academic supervisor serves a variety of roles and is there to assist rather than to direct, so, the learners, are solely responsible for the dissertation's quality and substance.. The supervisor role includes the following:

- Advising the student on the project's viability and any dangers that might be present, for example problems in trying to access information, potential poor response rates to surveys

concerning commercially sensitive issues.

- To help the student adapt the proposal to the available resources and time restrictions.
- To help the learner locate useful and pertinent reading materials and the proper academic context in which to situate the issue from the outset.
 - To offer recommendations on the best methodological approach(es).
 - To assess development and provide guidance on what is necessary to present a successful dissertation.

Responsibilities of the learner

- To maintain regular contact with the academic supervisor. The student is in charge of leading the dissertation's development and reporting progress to their advisor. Problems must be reported as soon as they are experienced.
- To use suitable academic terminology, citation styles, and writing practises when composing the dissertation. The supervisor is not obligated to see that this requirement is fulfilled.
- To write the dissertation with guidance from the supervisor. Your original research and dissertation must be submitted. The dissertation should demonstrate your knowledge of the subject and your research skills, not those of your supervisor.

Procedure for preparation of Dissertation

The work on the dissertation should ideally start after the conclusion of the Workshop so that it can be submitted on time. A deadline for submission will be specified by the University and the student should submit it as per the schedule.

Word Count- Ideally the PGJM Paper 10 B dissertation should be within 10,000 words (not including appendices and references).

A student has to ensure that the dissertation includes the following:

Format for writing the Dissertation

The general format for a research/project report/dissertation is shown below.

Structure :

Part I (Beginning)

Title Page

Abstract

Keywords

Table of Contents

List of figures and tables

List of Abbreviations

Acknowledgement

Part II (Chapters)

Chapter 1- Introduction-statement of the problem-hypothesis-why it is important-objectives-scope of the work

Chapter 2- Background of the study and Literature Review- discuss related work and it indicate how it relates to report

Chapter 3- Methodology-describe the methodology used in project/research, data used and how it was collected

Chapter 4 Results- Indicate what is the outcome of the study/research/project and interpret what it means

Chapter 5 Conclusions and Recommendations- summarize your conclusions and mention further study you recommend.

Part III (End)

References (by following referencing style APA 7th edition)

Index

Glossary

Questionnaire used (if any)

Let us know about them in details:

TITLE

- Just the most significant words are capitalised in the title, which is centred at the top of the page. It contains a very succinct description of the primary study variables (independent and dependent).
- Make sure the title is precise enough to describe the paper’s contents while still being understandable to non-specialists. The title ought to be relevant for the intended audience.
- The title usually describes the subject matter of the article. For example: Effect of Social Media on Children.
- It is important to note that the title provides the reader with the most concise explanation of the primary “players” in the experiment and the nature of their interactions with one another.

AUTHORS

The name of the author and the name of the university or research institution are centered beneath the title.

ABSTRACT

- An abstract should provide readers a “preview” of what to expect.
- It should be clear, succinct, and complete because this is how potential readers decide whether or not the work is interesting enough to read
- The abstract should be one paragraph of between 100 and 250 words

- Should provide a summary of the paper’s objectives, methods, findings, and conclusions. Do not include review of the literature and theoretical framework.
- Writing the abstract after finishing the paper itself is the best method. A general guideline is to start with an introduction, then include one sentence for each chapter of your report, followed by a few sentences that highlight your key conclusions and recommendations.
- In the abstract, avoid using abbreviations or citations.
- Here is a list of the contents of the ABSTRACT and the order in which they are presented:
 - a. Identification of the population;
 - b. Specification of the research design;
 - c. Methodology and data collection techniques;
 - d. Summary of the results;
 - e. Report on the inferences or comparisons made from the results.

KEYWORDS-

ACKNOWLEDGEMENT- Include only if a specific individual or group provided assistance.

INTRODUCTION

On the page, centre the word “INTRODUCTION.” It should start on a separate, numbered page. Repeat the title as it appears on the cover page, but omit the researcher’s name. The following queries should be able to be answered, albeit briefly, by someone who has read the introduction.

- a) What is this research all about?
- b) What makes it pertinent or significant?
- c) What are the concerns or issues?
- d) What is the suggested course of action?
- e) What can one anticipate from the research?

Identify the problem-

When the researcher has a sense of awareness he or she will be able to find a research problem. A research problem, in general, refers to some difficulty which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same. There are generally four types of research problems- casuist research problem deals with moral values, the dilemma between right and wrong, difference research problem occurs when the researcher compares two or more phenomena, the approach of the descriptive research problem is to reveal the hidden facts; it focuses on describing any phenomenon, situation or incident, and the last one, relational research problem triggers to find some relation between two or more variables.

It is always advised for a researcher to take a topic that is related to his or her interest. The researcher should be passionate and confident about the topic before selecting it and should check that they get enough information related to the topic. Before beginning with the topic, the researcher needs to see that he or she gets enough information and if the same is not happening then the topic is required to be changed. As research is not based on assumptions it is based on facts, and factual data is required at the end of the research. The essence of research is to get something new and value-added to it. The time and energy which the researcher had invested should be justified.

Typically, the introduction's final paragraph contains a formal statement of the hypothesis. A hypothesis is a tentative statement that says the relationship between the variable and it is also testable. If you have multiple hypotheses, list them in numerical order according to logic. Even though your experiment can have multiple independent and dependent variables, each hypothesis can only include one of each kind of variable.

Literature Review-

Reviewing the previous work is an important aspect of research. The books and journals will give the researcher the missing links and develop a new idea. No matter how unique the topic of study is, there is always a chance of finding a similar perspective in others' studies. Henceforth, literature review always helps to get out of such situations. It also guides the researcher on how to design the research project and what previous research work was conducted in his or her research field. It increases the knowledge of the researcher.

Remember that a review of the literature is just that—a review. It is not a list of papers with a summary of what they include. A literature review should analyse, classify, rank, and summarise works that are relevant to your topic. Additionally, related work is not a summary of what you know about the subject. Only material that is pertinent to your topic, problem, or solution should be included because you are not writing a textbook. Only the information that is pertinent to your arguments should be reviewed.

Research Design and Methodology

The researcher decides which type of method will be taken into consideration whether qualitative or quantitative, which specific area he or she will go to do the survey, what will be the sample size, how will he conduct the survey, will and it be the online mode or offline mode, which sampling technique will he choose probability or non-probability. Collect the data—Without collecting the data the research cannot be completed. There are different ways of collecting the data. Based on the objectives the researcher can go for a telephonic interview, survey, focus group, and many more.

It should therefore be detailed, thorough, and explicit enough for another researcher to comprehend how you carried out your experiment. On the page, centre the word “METHODOLOGY.” It is written in past tense. Generally speaking, writing the methodology section is simple; all you have to do is explain what you did, how you did it, and when you did it..

The methodology section can be divided into several subsection headings:

Subjects

- (a) Who are the subjects? Mainly the participants are described in this section. Age, gender, and other pertinent social or demographic factors are used to describe the subjects.
- (b) How many subjects are there?. Mention the overall participant count. If any subjects chose not to complete the study, please list their number and the reason.
- (c) How are the subjects chosen? Describe how the volunteers were chosen for the experiment and how they were divided into groups.

Apparatus/Equipment

The equipment or materials used in the investigation are briefly described in this chapter (if one is required). Stop clocks and other common devices don't need to be described in great depth. Keep in mind that the description must be thorough enough for the reader to conduct a similar investigation.

Statistical Treatment:

Describe the full mathematical processes that were utilised to analyse the data and assess the results' relevance.

RESULT

The data and their statistical analysis are summarised in this section

1. When reporting data that is pretty straightforward, TABLES or FIGURES are not necessary. Report your findings and their key points, as well as whether or not your hypothesis(es) has/have been confirmed.
2. The outcomes should be presented in simple words and in the same order as your initial predictions (hypotheses). The result should be written in a clear process so that it can be understood by the readers.
3. The RESULTS section is not the place to explain the implications, interpretations, or theoretical relevance of your findings.

Describe the trends in the data that you noticed. Use tables and figures to help clarify the material when possible.

DISCUSSION

Here is a list of the requirements for the DISCUSSION section.

- a. Discuss the findings in light of the theory and research you mentioned in the introduction. Your work will become more cohesive as a result. Don't give personal opinions.
- b. Acknowledge the limitations and uncontrollable variables in your work and qualify your results accordingly, demonstrating your capacity to recognise any additional possible explanations for your data.
- c. Describe the variables you would regulate or alter in future studies to address the issues in your current study.
- d. Suggest new directions for the research

REFERENCE

Proper citation should be given in APA style 7th ed. Details about proper referencing and citation have been done in the PGJM 8A study material. APA Style

INDEX

In the last portion of a book or of a large document, we see an index. An index is quite helpful in finding a topic of one's interest.

GLOSSARY

A glossary is a list of terms along with its definition arranged in alphabetical order. The list of terms is of a particular domain or field. A glossary is sometimes also called a brief dictionary. Typesetting a glossary is somewhat similar to typesetting an index.

APPENDICES

General Format

Margins: Every page of dissertation must have one-inch margin on all sides, top, left and right.

Fonts: Use Times New Roman font in 12 size. Bold face may be used within the text for heading/ sub headings/ highlighted terms.

Spacing: 1.5 spacing should be used except those materials having predefined spacing such as footnotes, quotations, tables, name of the figures etc

Pagination: All pages must be numbered except title page. Place page number at the bottom of the page in right side consecutively throughout the manuscript. Preliminary pages must be numbered sequentially in upper case Roman letter.

For Project Work, learners can do the followings:

- Conduct interview / survey.
- Prepare an online survey tool and collect data from concerned stakeholders
- Browse internet and read various online journals / resources
- Library memberships
- Read Newspapers, Magazines, Books etc.
- Watch TV News
- Attend Webinars

The project report should also contain the following:

- Consent Letter of Supervisor/Guide (Appendix I)
- Certificate of Originality duly signed by the student and the supervisor (Appendix II)

Word count : Ideally the PGJM Paper 10 B dissertation should be within 10,000 words (not including appendices and references).

The learners may carry out their dissertation work under the supervision and guidance of the internal faculties.

- Prof. Sanjoy Mukhopadhyay, Professor of Journalism and Mass Communication
- Dr. Baidyanath Bhattacharya, Associate Professor of Journalism and Mass Communication
- Arijit Ghosh, Assistant Professor of Journalism and Mass Communication

Kindly follow the CHECK LIST:

Before submission, please ensure the following:

Dos	Don'ts
The E-Certificate of 'Online Workshop on Dissertation' must be attached with the Dissertation, otherwise dissertation will not be accepted.	Do not copy / photocopy / duplicate dissertation of others, otherwise your reports will not be considered for evaluation.
Should prepare the dissertation by strictly following the guidelines. Should be neat, clean & easily readable, sequence is correct.	Pages should not change between Portrait and Landscape
It should be original . Plagiarism report must be attached with the dissertation, otherwise dissertation will not be accepted.	Similar title, data, writing in report should be avoided. Plagiarism in any form is strictly prohibited.

Dissertation must be typed either in English or Bengali and also saved in a single pdf format file (soft copy) by using your own enrolment no.

No handwritten / scanned report will be accepted. No multiple files combined in a single file pdf.

SUBMISSION OF DISSERTATION

One copy of the dissertation (printed & in a soft copy) is to be submitted during the Dissertation Viva Exam.

The date of the submission will be notified by the Controller of Examinations for that particular year. These documents are retained as a permanent record by the NSOU.

EVALUATION OF DISSERTATION

For evaluation the full marks (50) is divided into three sections-(a) Content of the work: 20 marks, (b) Presentation: 20 marks and (c) Viva-Voce: 10 marks

POINTS TO BE REMEMBERED FOR SUBMISSION OF THE DISSERTATION

- 1) The Dissertation should be submitted in original in A-4 size paper, typed in double space, in a bound volume.
- 2) “PGJM DISSERTATION — TERM END EXAMINATION, .., 20...” should be written prominently on the Cover page.
- 3) Before binding dissertation report the student should ensure it contains the following in original:
 - a) Certificate of Originality (Appendix II)
 - 4) Plagiarism Report
 - 5) The E-Certificate of ‘Online Workshop on Dissertation’

For academic support you are free to write

Arijit Ghosh

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School of Humanities, NSOU

E -mail: nsoujmc@gmail.com

The learners are advised to be cautious not to fall in traps of unauthorised persons or not to allure by any illegal and unauthorised persons for preparing dissertation, and examination related matters in lieu of money.

Students are also advised not to share their Enrolment No., Roll No. Date of Birth etc. on social media like Facebook, WhatsApp etc. All the students are requested to maintain their own e-mail ID and registered Mobile No. (As have been recorded in NSOU) till the end of their completion of course.

For updated and authentic source of information, kindly visit the website www.wbnsou.ac.in

Appendix I

Consent Letter of Supervisor/ Guide

This is to certify that the proposed title for Dissertation,
.....
..... for the partial fulfillment of Master of Arts in Journalism and Mass Communication (PGJM) Programme of Netaji Subhas Open University (NSOU) will be carried out by Mr./Ms. Enrolment No. in the Academic Session 20..... 20..... under my guidance.

Full Signature:

Name of the Supervisor:

Designation:

Date:

Appendix II

Certificate of Originality

This is to certify that the Dissertation titled“.....
.....
.....” submitted to Netaji
Subhas Open University in partial fulfillment of the requirement for the award
of Master of Arts Degree in Journalism and Mass Communication (PGJM) is
an original work carried out by Mr./ Ms.
.....Enrolment Number:.....of
Study Centre (Name & Code)..... .

The matter embodied in this dissertation is a genuine work done by the stu-
dent and has not been submitted whether to this University or to any other
University/ Institute for the fulfillment of the requirement of any course of
study.

Signature of the Student

Signature of the Supervisor

Name:

Name:

Place:

Designation

Date:

Place:

Date:

Appendix III

Format of Cover and Front Page

Title of the Dissertation
(Times New Roman & Bold [Font size: depending on the length of the
Title])

Dissertation submitted to the
Netaji Subhas Open University
For the Partial fulfilment of Degree of
Masters of Arts in Journalism and Mass Communication (PGJM)
(Times New Roman 14)

By
Name of the Student
(Enrolment No. :)
(Times New Roman 14)

Under the Supervision of
Name of the Supervisor
(Times New Roman 14)
Designation of Guide
(Times New Roman 12)

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION,
SCHOOL OF HUMANITIES
NETAJI SUBHAS OPEN UNIVERSITY
DD- 26, SALT LAKE, SECTOR-I, WEST BENGAL, INDIA
MONTH, YEAR

Appendix IV

Broad List of Areas for Dissertation

A list of probable areas for which the Dissertation Work may be carried out is given below. These are only illustrative and not exhaustive. Students may opt any other area related to the discipline of Journalism and Mass Communication.

1. The Evolution of the Journalist Profession in the past two decades.
2. Representation and role of women journalists in the media.
3. Media Industry and Propaganda Model
4. Impact of globalisation on the journalism in developing countries.
5. Analysing the role of journalism in destroying and forming the image of nations.
6. A comparative study of social media and traditional media.
7. Impact of technology on mass communication and how it reaches the public.
8. How Journalism affects the politics of countries.
9. How has the digital media/social media influenced journalism
10. How Journalists have contributed in solving criminal cases/ civic issues/ environment issues or and other concerns.
11. Examining the level of danger on the war journalists while reporting from the frontline.
12. Exploring the future of newspaper
13. Instagram influencer posts that drive follower engagement.
14. The use of social media by leaders in times of crisis.
15. Media framing
16. Social media and personal brand
17. Pros and cons of SMS marketing
18. Highlight key attributes that buyers analyze before making a purchase
19. Explain why Facebook/Instagram is the most preferred tool of social media marketing
20. Discuss buyer perception of social media marketing and its effect on brand image
21. Investigate how social media affects consumer's buying preference.
22. Explain effective methods companies can use to build relationships with consumers via social media.

23. Efficacy between tradition and social media marketing
24. Impact of language on the identity of a brand?
25. Effectiveness of internet marketing as a direct marketing tool?
26. Artificial Intelligence and Mass Communication
27. A comparative analysis of branding strategies used by two brands
28. Efficacy of building brand equity through celebrity endorsements
29. How effective is word-of-mouth as a tool of advertisement?
30. Impact of advertisements
31. Effect of advertisements
32. Stereotypes in advertisements
33. Sports stars and celebrity endorsements as a mode of marketing
34. Effects of cartoon characters on a child?
35. Impact of Covid-19
36. Examine public relations as an effective marketing strategy in influencing consumer behavior
37. Effectiveness of public relations campaigns in reviving failed brands.
38. Efficacy of consumer service chatbots
39. Effectiveness of newspaper advertisements and explain whether they are still viable
40. E-WOM and customer review
41. Portrayal of women in ads
42. The role of influencer marketing and social media on public relations.
43. The importance of house journals for effective communication
44. The emerging role of PR in content formation
45. To compare the commercial cinema and non-commercial cinema – A literature review.
46. Role of Marketing in Bengali Film Industry
47. An analysis of the perceptions of youngsters on horror films.
48. Impact of digital revolution on film and cinema industry.
49. Impact of creative translation on the film adaptation .
50. Cultural impact on the changing discourse on gender representation in films.
51. Changing Roles of Women in Indian Cinema
52. Ritwik Ghatak's Cinema
53. Analysis of Satyajit Ray's Films
54. A Content Analysis of Portrayal of India in Western Films
55. Representation of mental illness in films
56. Representation of disability in Indian/ western/regional films