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What this file is. A sample research proposal (synopsis) for the IGNOU MAJMC Project, written as study reference so that a learner can see how one topic is carried from a research question to a method, a sample, a coding tool and a chapter plan. It is not a proposal you can submit, and no part of it is to be copied into your own work.

Where a proposal fits in MAJMC. The MJMP-120 Handbook (SOJNMS) says MJMP-120 cannot be done without completing the research-methodology practical (printed there as MJML-122; the July 2026 Prospectus prints MJML 222). The research proposal is prepared in that practical, the research title is approved after its viva, and the MJMP-120 dissertation must be written on the same title. Follow the activity order and format your practical manual gives; the headings below are a common proposal order, not IGNOU's.

Brackets. Everything in [square brackets] belongs to you: your city, the two newspapers you can actually obtain, your dates, your counts. The sample carries no data and no findings.

Facts and references. Only published sources are cited and listed in APA style, which the MJMP-120 Handbook asks for. Check every reference yourself before you rely on it.

Your own work. The MJMP-120 Handbook asks learners not to copy from anywhere and not to use any AI tool to create the content of the project, and says that work showing evidence of copying or other malpractice will be rejected at evaluation. Write your proposal in your own words with your supervisor.

How this file was made. Prepared by the ignouproject.com editorial desk (Shri Chakradhar Publication Pvt. Ltd.) in November 2026, with AI assistance, from the MJMP-120 Handbook, the MJMP-022 Handbook (for the MJM-031 unit mapping) and the IGNOU Common Prospectus (July 2026); published under BK Sahni's editorial responsibility. ignouproject.com is independent and not affiliated with IGNOU.

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Research Proposal

Heat-Health Advisories in Hindi Dailies: A Content Analysis of Front-Page and City-Page Coverage in Two Newspapers of [City], [April to June 2026]

Prepared for MJML 222 Practical: Research Methodology (printed as MJML-122 in the MJMP-120 Handbook), leading to MJMP-120 Major Project Work (Dissertation)

Master of Arts in Journalism and Mass Communication (MAJMC)

Field	Fill in
Name of learner	[ ]
Enrolment number	[ ]
Programme code	MAJMC [or MAJMCOL / MAJEM]
Study centre code	[ ]
Regional Centre code	[ ]
Proposed supervisor	[Name, designation; an approved SOJNMS academic counsellor, or a master's degree holder with at least five years in media teaching, research or industry]

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1. Introduction and background

Hot weather in north and central India is now reported as a public-health story as much as a weather story. The National Disaster Management Authority (NDMA) has issued national guidelines for preparing heat-wave action plans, last revised in 2019 [read them and note in your own words what they ask of public communication during a heat spell]. South Asia's first heat-health action plan, developed in Ahmedabad, reached the public through training workshops, hoardings, pamphlets and print advertisements (Knowlton et al., 2014).

Hindi dailies are one route by which such advice reaches readers in [city] [add a circulation or readership figure only from a source you can cite]. How these papers present heat, whether as a temperature figure, as a health risk, or as an instruction with a helpline and a place to go, is a question of content that can be measured. This proposal plans a content analysis of front-page and city-page coverage in two Hindi dailies published in [city] during [April to June 2026].

2. Statement of the problem

This study takes as its working premise that a heat advisory is most useful to a reader when it says who is at risk, what to do and where to get help. The review of literature will establish whether any study has measured how often the Hindi dailies of [city] carry these elements, how much space and prominence they give them, and whether coverage frames heat mainly as weather, as a health risk or as a governance issue. The study will describe these patterns for [two named newspapers] over [a defined period].

3. Research questions

- RQ1. How many heat-related items appeared on the front page and the city page of each newspaper during the study period, and how much space did they take?
- RQ2. What share of these items carried at least one protective advisory element (who is at risk, what to do, where to get help)?
- RQ3. Which sources are quoted most often: the weather office, health officials, disaster management bodies, doctors, or residents?

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- RQ4. Which frame dominates: heat as weather, heat as a health risk, or heat as a governance issue? (The concept of framing follows Entman, 1993; the three categories are this study's own.)

4. Objectives

- To measure the frequency, placement and space of heat-related items in [newspaper A] and [newspaper B].
- To examine the presence of protective advisory elements in these items.
- To identify the sources quoted in heat coverage.
- To analyse the dominant frame of heat coverage in each newspaper and compare the two.

The objectives are worded neutrally, so that the study can report what it finds whichever way the counts fall.

5. Review of literature (outline)

The review will be organised in three strands. First, framing: Entman (1993) describes framing as selecting some aspects of a perceived reality and making them more salient in a communicating text; this study builds its own frame categories on that idea. Second, method: Krippendorff (2018) and Riffe, Lacy, Watson and Fico (2019) set out how categories, units and coder reliability are built in quantitative content analysis. Third, heat and public communication in India: the NDMA guidelines (2019) and the Ahmedabad heat action plan study (Knowlton et al., 2014) [summarise, after reading them in full, what each expects public heat advice to contain]. [Add eight to ten published studies on health or disaster reporting in Indian newspapers that you have read in full, with the gap each leaves.]

6. Research design and method

The study is a descriptive quantitative content analysis, the method covered in Unit 8 of MJM-031 Communication Research Methods (the MJMP-022 Handbook maps content analysis to that unit).

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Element	Plan
Universe	Front pages and city pages of [newspaper A] and [newspaper B], [city] editions, [1 April to 30 June 2026]
Sample	[Constructed-week sample of issues, as discussed in Riffe et al. (2019), or all issues if the count is manageable: state the number of issues per newspaper]
Unit of analysis	Each news item, photograph with caption, or box that mentions heat, heat wave, heatstroke or loo
Unit of measurement	Item counts and space in column centimetres
Categories	Page, position, item type, space, advisory elements (three), source type, frame (four), language register
Coding tool	Coding sheet and codebook (frame on the last page)
Reliability	A second coder recodes [10 per cent] of items; agreement reported with Cohen's kappa (Cohen, 1960)
Analysis	Frequencies, percentages and space shares by newspaper; cross-tables of frame by newspaper; [a chi-square test only if the supervisor advises it]

7. Scope, limitations and ethics

The study covers two newspapers, two pages and one season in one city, so its findings describe those papers only and are not claims about Hindi journalism as a whole. It studies published material and involves no human participants. Every page analysed will be listed by date and edition, every quotation will be cited, and no AI tool will be used to create the content, as the MJMP-120 Handbook advises.

8. Chapter plan for the MJMP-120 dissertation

Once the title is approved after the practical's viva, it will be carried unchanged into the MJMP-120 dissertation, which the Handbook says must be on the same title, written in the order the MJMP-120 Handbook prints: Abstract, Introduction, Review of Literature, Research Methodology, Findings and Analysis, Discussion, Conclusion and References, after the cover page and the five documents the Handbook lists. The Handbook says the size depends on the nature of the study, and that about 15,000 words in double-spaced typed form is desirable.

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9. Time frame

Weeks	Task
[1 to 2]	Collect and file the issues; finalise the codebook
[3 to 4]	Pilot coding; second coder; revise categories
[5 to 8]	Code all items; reliability check
[9 to 10]	Tables, charts and analysis
[11 to 14]	Write the chapters; supervisor review; final checks

10. References

Cohen, J. (1960). A coefficient of agreement for nominal scales. *Educational and Psychological Measurement, 20*(1), 37-46.

Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. *Journal of Communication, 43*(4), 51-58.

Knowlton, K., Kulkarni, S. P., Azhar, G. S., Mavalankar, D., Jaiswal, A., Connolly, M., Nori-Sarma, A., Rajiva, A., Dutta, P., Deol, B., Sanchez, L., Khosla, R., Webster, P. J., Toma, V. E., Sheffield, P., Hess, J. J., & The Ahmedabad Heat and Climate Study Group. (2014). Development and implementation of South Asia's first heat-health action plan in Ahmedabad (Gujarat, India). *International Journal of Environmental Research and Public Health, 11*(4), 3473-3492. https://doi.org/10.3390/ijerph110403473

Krippendorff, K. (2018). *Content analysis: An introduction to its methodology* (4th ed.). SAGE.

National Disaster Management Authority. (2019). *National guidelines for preparation of action plan: Prevention and management of heat wave*. Government of India.

Riffe, D., Lacy, S., Watson, B. R., & Fico, F. (2019). *Analyzing media messages: Using quantitative content analysis in research* (4th ed.). Routledge.

[Add the published studies you read for the review, in the same style.]

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Appendix: coding sheet frame (blank)

Item no.	Paper	Date	Page	Item type	Space (col. cm)	Who at risk (Y/N)	What to do (Y/N)	Where to get help (Y/N)	Main source	Frame code

Frame codes: 1 weather, 2 health risk, 3 governance, 4 other. Define every code in your codebook before the pilot.

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