



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

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INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



Report on 5 Days Workshop on Communication Research

Event:	Workshop on Communication Research
Organized by:	Department of Journalism and Mass Communication in collaboration with Research & Innovation Cell
Convener:	Dr. Shivendu Rai
Participants:	Faculties and Students
Date:	7 th August, 2023 to 11 th August, 2023
Venue:	Hybrid Mode
Timing:	10:00 PM to 12:00 PM
Key Speaker:	1. Dr. Dilip Kumar 2. Dr. Dharendra Rai

Learning Objectives:

- To introduce participants to the fundamental concepts and frameworks in communication research.
- To familiarize participants with the latest research methodologies and tools used in the field.
- To provide hands-on training in data collection, analysis, and interpretation.
- To encourage participants to develop research proposals and projects that contribute to the field of communication studies.

In collaboration with Research & Innovation cell, the department of Journalism and Mass Communication of Tecnia Institute of Advanced Studies organized a five-day workshop on Communication Research from 7 August, 2023 to 11 August, 2023. The workshop aimed to enhance the research skills of students and faculty members, focusing on advanced methodologies, tools, and techniques in communication research. The event was designed to bridge the gap between theoretical knowledge and practical application, providing participants with hands-on experience in conducting research.



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The workshop saw participation from 57 students, faculty members, and research scholars from various departments. The diverse group of participants brought different perspectives and experiences, enriching the learning experience for everyone involved.

Workshop Structure: The five-day workshop was structured into the following sessions:

Day 1: Introduction to Communication Research

The workshop began with an opening ceremony, where Dr. Shivendu Rai welcomed the participants and provided an overview of the workshop's objectives and introduced key speakers.

Key Speaker:

1. Dr. Dilip Kumar - Prof. (Dr.) Dilip Kumar, Associate professor, IIMC, Jammu. Dr. Dilip Kumar is Doctorate in Journalism & Mass Communication & Political Science, with a rich experience in the field of Media Laws and Ethics, Media Research, Radio, Communication Theory and Issues of International Relations.

2. Dr. Dharendra Rai - Assistant Professor Department of Journalism & Mass communication, Faculty of Arts, having rich experience in the Journalism & Mass communication.

The first day focused on introducing the basics of communication research, including key concepts, theories, and the importance of research in the field.

Day 2: Research Methodologies

On the second day, participants were introduced to various research methodologies used in communication studies, including qualitative, quantitative, and mixed-method approaches. The session also covered the



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design of research studies, sampling techniques, and the development of research questions.

Interactive Session: Participants engaged in group activities to design their research frameworks, applying the methodologies discussed.

Day 3: Data Collection Techniques

The third day focused on data collection techniques, including surveys, interviews, focus groups, and content analysis. The session provided practical insights into designing data collection instruments and ensuring the reliability and validity of data.

Practical Workshop: Participants conducted mock data collection exercises, followed by discussions on challenges and best practices.

Day 4: Data Analysis and Interpretation

On the fourth day, participants learned about various data analysis techniques, including statistical analysis, coding, and thematic analysis. The session also covered the basic knowledge of software tools like SPSS, Nvivo, and others for data analysis.

Hands-on Training: Participants analyzed sample data sets using the tools introduced, with guidance from experts.

Day 5: Research Proposal Development and Presentation

The final day was dedicated to developing research proposals. Participants worked on creating their research proposals, integrating the knowledge and skills acquired during the workshop. The session concluded with participants



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presenting their proposals to the group, receiving feedback from peers and facilitators.

Closing Ceremony: The workshop ended with a closing ceremony, where certificates were distributed to the participants. Dr. Dilip Kumar and Dr. Dharendra rai delivered the closing remarks, emphasizing the importance of continued research in communication studies.

Outcome:

- A deeper understanding of communication research methodologies and tools.
- Practical skills in data collection, analysis, and interpretation.
- The ability to develop and present research proposals effectively.
- Enhanced confidence in conducting independent research projects.

Conclusion

The five-day workshop on Communication Research at Tecnia Institute of Advanced Studies was a resounding success. It provided participants with essential knowledge and skills, fostering a culture of research and inquiry within the institute. The workshop underscored the importance of continuous learning and development in the rapidly evolving field of communication studies.



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Images of the workshop

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DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

COLLABORATION with RESEARCH & INNOVATION CELL organizes

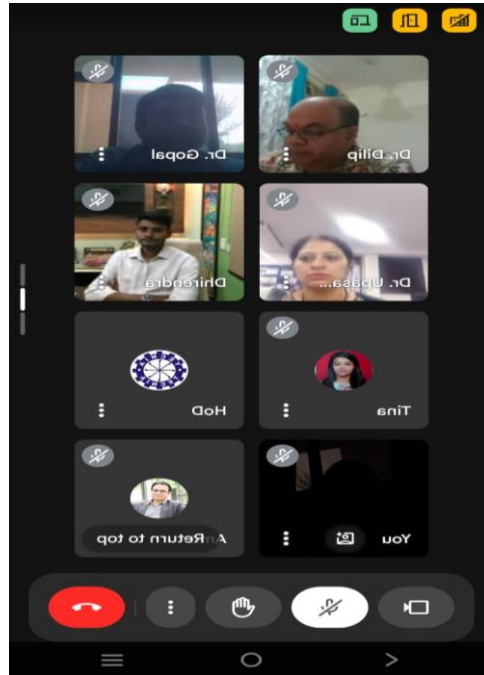
FIVE DAYS WORKSHOP ON
COMMUNICATION RESEARCH

07th - 11th August, 2023
10:00 AM Onwards
MODE : HYBRID

Resource Person
Dr. Dilip Kumar
Associate Professor,
IIMC (Jammu)

Resource Person
Dr. Dharendra Rai
Assistant Professor,
BHU

Convenor :
Dr. Shivendu Kumar Rai
Department of Journalism & Mass communication





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LIST OF BENEFICIARIES

SESSION: 2023-2024

S.NO.	NAME OF PARTICIPANTS (FACULTY AND STUDENTS)	COURSE
1	MS. AASTHA	ASSISTANT PROFESSOR
2	MR. APARNA VATS	ASSISTANT PROFESSOR
3	MS. SHARADHA JAIN	ASSISTANT PROFESSOR
4	DR. MONISHA	PROFESSOR
5	MS. MANISHA	ASSISTANT PROFESSOR
6	DR. PUSHPA RANI	ASSISTANT PROFESSOR
7	MS. GEETIKA	ASSISTANT PROFESSOR
8	Dr. POOJA SHARMA	ASSISTANT PROFESSOR
9	DR. SHALINI GUPTA	ASSISTANT PROFESSOR
10	MR. MAYANK ARORA	ASSISTANT PROFESSOR
11	MR. ANUJ NANDA	ASSISTANT PROFESSOR
12	BHUMIKA SHARMA	BCA
13	ANSHIKA	BCA
14	UJJWAL GUPTA	BCA
15	HEENAKSHI	BCA
16	DIGONTO BANERJEE	BCA
17	ANJALI	BCA
18	MANVI SHARMA	BCA
19	RUMESA KHAN	BA(JMC)
20	KRIPA GROVER	BA(JMC)
21	KUSHAGRA GARG	BA(JMC)
22	DHRUV YADAV	BA(JMC)
23	DEV GUPTA	BA(JMC)
24	RACHIT DIMRI	BCA
25	KRISH KHATRI	BCA
26	TUSHAR VERMA	BCA
27	KRISHNANDU DAS	BCA
28	PIYUSH KATHURIA	BA(JMC)
29	SANYA SANGAL	BA(JMC)
30	REET MEHRA	BA(JMC)
31	OJASWI DOONGA	BA(JMC)
32	HARSHIT SAGAR	BA(JMC)
33	MUKUL ARORA	BA(JMC)
34	KHUSHI	BA(JMC)
35	BHAVYA MALIK	BA(JMC)
36	AASHI SHARMA	BA(JMC)
37	RADHIKA KHANNA	BA(JMC)



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38	PRIYANSHI VIMAL	BA(JMC)
39	SANJANA SINGH	BA(JMC)
40	AARSH DEO	BA(JMC)
41	SAMEER MAKHIJA	BA(JMC)
42	ANANNYA KAPOOR	BA(JMC)
43	AYUSH AGGARWAL	BA(JMC)
44	DHRUV GOEL	BA(JMC)
45	SALONI SAYAL	BA(JMC)
46	SAMAIRA PANWAR	BA(JMC)
47	CHETNA JINDAL	BBA
48	CHESHTA	BBA
49	DIVA CHAWLA	BBA
50	ADITI KUKREJA	MBA
51	MANAN ARORA	MBA
52	ABHISHEK MISHRA	MBA
53	MUSKAN	MBA
54	VIDHI SIKKA	MBA
55	KHYATI RAJPUT	MBA
56	SHRISTHI	MBA
57	SUHANI NARAIN	MBA