

**UNIVERSITY OF MUMBAI**

**No. UG/14 of 2012-13**

**CIRCULAR:-**

The Head, University Department of Communication and Journalism and the Principals of affiliated colleges in Arts are hereby informed that the recommendation made by the Ad-hoc Board of Studies in Communication and Journalism at its meeting held on 12<sup>th</sup> October, 2011 has been accepted by the Academic Council at its meeting held on 8<sup>th</sup> December, 2011 vide item No. 4.15 and that in accordance therewith, the guidelines of writing the dissertation for the Master of Arts in Communication and Journalism and Master of Arts in Public Relations courses are read as under and that the same has been brought into force with effect from the academic year 2012-2013:-

The recommended board frame work for writing the thesis are as follows:-

**Title**

**Abstract**

Aim

Methodology

Outcome

Keywords

**Chapters**

Introduction

Rationale/ Justifications.

Review of Literature

Statement of the problem

Aim and Objectives

Hypothesis (If any)

Operational definitions

**Methodology**

Research Design

Data collection

Geographical Area

Sampling techniques

Data Analysis

Documentation/Report writing

**Conclusions**

**References** (follow the APA style)