

NAME OF EVENT

Content Analysis: An Introduction

(Expert Lecture)

Date of Event

27 May 2022

1. Introduction of the Event

Department of Journalism and Mass Communication organized expert lecture for students of BA(J&MC) & MA (J&MC) and media scholars on content analysis. The expert of the event was Prof. Dev Vrat Singh (Department of Mass Communication Central University of Jharkhand, Ranchi, India).

2. Objective of the Event

To teach the students of Journalism and Mass Communication about the importance of Content Analysis in the field. To inform them about the various types of Content Analysis and the ways to analyze content in a proper manner.

3. Beneficiaries of the Event

A group of 90 researchers and faculty member attended the expert lecture on Content Analysis.

4. Details of the Guests

- a. Prof. Dev Vrat Singh, Department of Mass Communication, University of Jharkhand, Ranchi.

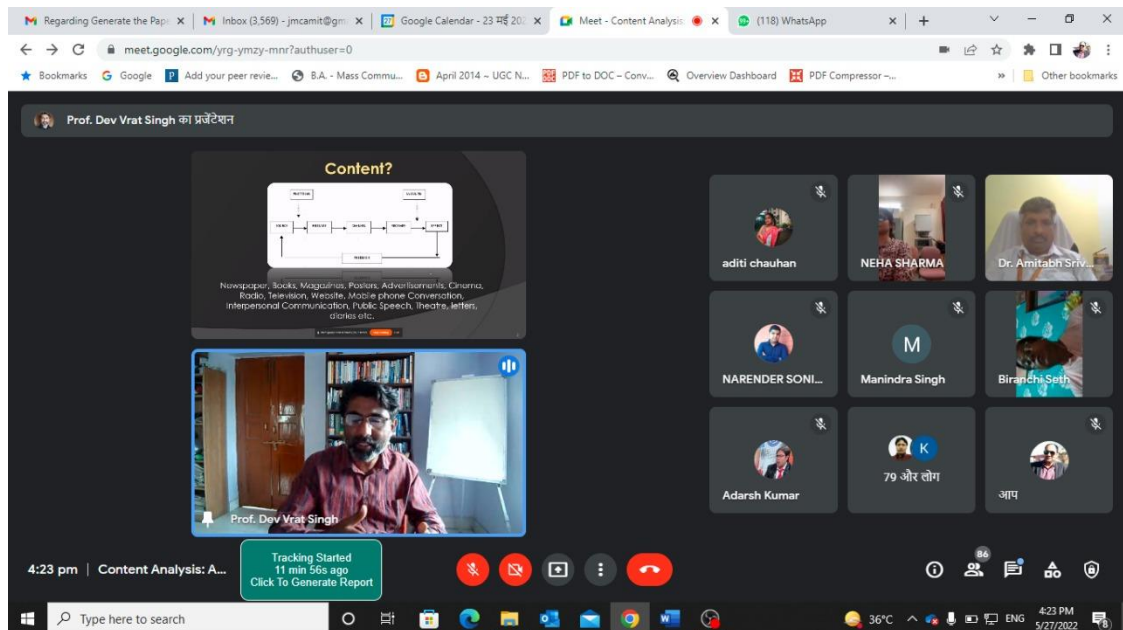
5. Brief Description of the event

A group of 90 students attended the expert lecture. This lecture was organized in online mode on Google meet. Expert Prof. Dev Vrat Singh explained about content analysis and two types of it which are Quantitative and Qualitative. He also discussed the importance of content analysis in media research. He told that students need to make a codebook while doing his research based on codebook. Students were asked questions which they answered with all the information they received in the lecture. Prof. Amitabh Srivastava, Director SMC has given vote of thanks. Event was coordinated by Dr. Amit Sharma and Dr. Saurabh Das, Assistant Professor of School of Media and Communication.

6. 3 to 5 photographs of the event or screenshots of the event (if online) with captions



Guest speaker Prof. Dev Vrat Singh with Students of BA(JMC) and Faculty member.



Guest speaker Prof. Dev Vrat Singh with Students of BA(JMC) and Faculty member.

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Prof. Dev Vrat Singh का प्रजेंटेशन

Exercise

Gender	Code
Male	1
Female	2

Age	Code
20-25	1
25-30	2
30-35	3
35-40	4
40-45	5
45-50	6
50-55	7

Qualification	Code
Doctorate	1
Master Degree	2
Under graduate	3
Diploma	4
Senior Secondary (12 th)	5
Matric (10 th)	6
Secondary (8 th)	7

Vandana Yadav ने मीटिंग छोड़ दी है

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Guest speaker Prof. Dev Vrat Singh with Students of BA(JMC), Faculty member and scholars of media and communication.



**MANIPAL UNIVERSITY
JAIPUR**
(University under Section 2(f) of the UGC Act)



Manipal University Jaipur
Presents
Expert lecture
on
Content Analysis: An Introduction

 **Friday, 27 May 2022**  **4.00 PM**

Google Meet : <https://meet.google.com/yrg-ymzy-mnr>



Speaker

Prof. Dev Vrat Singh

Department of Mass Communication
Central University of Jharkhand
Ranchi, India

Under the guidance of MUJ Leadership

Gracious Presence

Prof. Amitabh Srivastava
Director, School of Media
and Communication

Convener

Dr. Amit Sharma
Assistant Professor, J&MC.
Dr. Saurabh Das
Assistant Professor, J&MC.

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