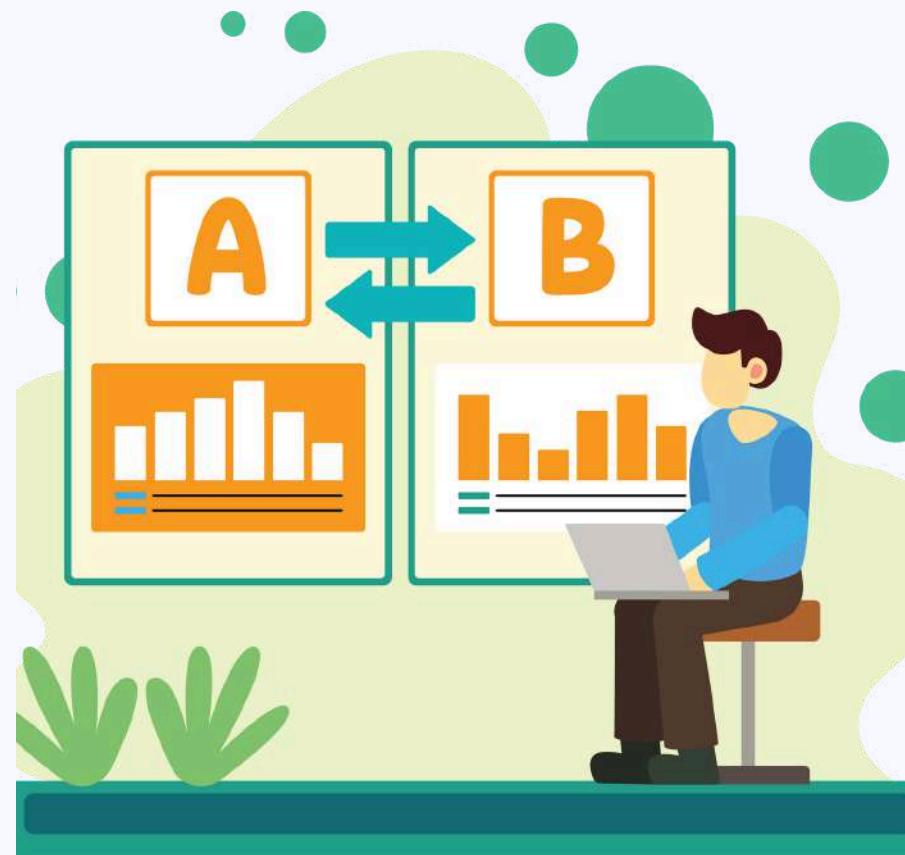




## ONLINE WORKSHOP

# INTRODUCTION TO COMMUNICATION RESEARCH: SCOPE & SIGNIFICANCE

INTRODUCTORY WORKSHOP ON  
COMMUNICATION RESEARCH, METHODS,  
AND RELEVANCE IN MEDIA STUDIES



### Resource Person

**Dr. Pramiti Roy**

Associate Professor  
Head & Director, Department of  
Journalism and Mass Communication  
Swami Vivekananda University,  
West Bengal.

### Date & Time

**16th January 2026  
03 PM to 04 PM**

More Info :

**9778554600**

**tvm@christuniversity.in**

**FREE WORKSHOP**

<https://forms.gle/etVdNp2N48aFwyam7>





## R PR ITI RO

Dr. Pramiti Roy is Director of Humanities and Social Sciences and Head of Journalism & Mass Communication at Swami Vivekananda University, West Bengal. She earned her Ph.D. in Mass Communication in 2023 and has over 12 years of academic and professional experience. Dr. Roy has published 35+ research papers and leads an ICSSR-funded project on post-COVID vulnerabilities in Northeast India's urban aging communities.

# WORKSHOP HIGHLIGHT

- Clear introduction to communication research concepts and scope
- Practical exposure to media research methods and applications
- Strengthening critical thinking and academic research skills
- Understanding ethical practices in communication and media research

ethics, and hands-on campaign planning for aspiring communicators.

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