



CHRIST
(DEEMED TO BE UNIVERSITY)
NODAL OFFICE, TRIVANDRUM

ONLINE WORKSHOP

INTRODUCTION TO COMMUNICATION RESEARCH: SCOPE & SIGNIFICANCE

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



Resource Person

Dr. Pramiti Roy

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Head & Director, Department of
Journalism and Mass Communication
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West Bengal.

Date & Time

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

More Info :

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FREE WORKSHOP

<https://forms.gle/etVdNp2N48aFwyam7>





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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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