MCJ 521 MC Mass Media Industry and Society - 3 Cr.

Teaching Schedule Hours/Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
3	1	-	Theory	Practical	Theory	Practical	100
			40	-	60	-	

Objectives

The course intends to
- make students familiar with how the media industry operates
- provide them with knowledge of audiences
- develop analytical capacity of studying media in relation to society
- prepare to measure effects of mass media
- strengthen the foundation of studying mass communication with applied sense
- widen the theoretical perspective of study of mass media organizations and society

Course

1.The basics of media structure and levels of analysis
2.The Media organization in a field of social forces
3.Media audiences: concepts and theories
4.The audience as an active social group
5. Media effects: concepts and theories
6.. News diffusion and learning from news

Topics to cover during 45 lecture hours:

1. Industry concepts: application to media industry
2. The basics of media structure and levels of analysis
3. Ownership and control
4. Competition and concentration
5. Editorial freedom and media ownership; responsibility and norms
6. Distinctive features of media economics
7. Inter-country differences
8. International communications
9. The Media organization in a field of social forces
10. Internal diversity of communicator goals
11. Pressure and Interest Groups
12. Propaganda and media

13. Media –organizational activity: processing and presentation
14. Standardization and organizational logics
15. Access to the media for society: media content, national need for information
16. Media audiences
17. Theory and research traditions
18. Audience structure and composition
19. Audience formation and flow
20. From mass to market
21. Multi-channel: future
22. .The audience as an active social group
23. The concept of audience activity
24. Audience involvement and entertainment
25. Audience response and feedback
26. Media effects
27. Processes of media effect
28. News diffusion and learning from news
29. Socialization
30. Reality defining and constructing
31. Social control and consciousness formation
32. Continuation of mass communication; Power, influence and effect; changing landscape of mass communication

Practicals: Two institutionally facilitated student-run in-house seminars for the MAMCJ students' critical and analytical exercises with regard to media-society perspectives in the context of Nepal.

Evaluation

Internal 40%
External 60%
Teaching Manual should be developed by the faculty concerned.

Books and References

Alexander, Alison, Owers, James, Carbeth, Rod, Hollifield, Ann C. and Greco, Albert N. (eds.). (2004). *Media Economics: Theory and Practice.* New Jersey: Lawrence Erlbaum Associates.

Mcquail, Denis. 2010). *Mass Communication Theory* (6th Edition). London: Sage Publications Ltd.

Curran, James, Gurevitch Michael and Woollacott, Janet. (1979). *Mass Communication and Society*. London: Sage.

Altheide, David.L. (1985). *Media Power*. London: Sage.

Narula, Uma. (2001). *Mass Communication Theory and Practice*. New Delhi: Har-Anand Publications Pvt. Limited.

Lichtenberg, Judith. (1990). *Democracy and Mass Media: A Collection of Essays*.

Wells, Allan and Ernest A. Hakanen (eds.). (1996). *Mass Media and Society*. London: JAI Press Ltd.

Sterling, Christopher H. and Timothy R. Haight. (1978). *The Mass Media: Aspen Institute guide to communication industry trends*. Praeger,

Barker, Martin and Petley, Julian (ed.). (1997). *Ill-Effects: The Media/Violence Debate*. London: Routledge.

Bryant, Jennings and Zillman, Dolf. (2002). *Media Effects: Advances in Theory and Research*. New Jersey: Lawrence Erlbaum Associates, Inc.

Further Readings
Rozell, Mark J. *Media Power, Media Politics* (ed.). New York: Rowman and Littlefield Publishers.

Christophers, Brett.(2009). *Envisioning Media Power: On Capital and Geographies of Television.* New York: Lexington Books.

Couldry, Nick and Curran, James. *Contesting Media Power: Alternative Mediai in Networked World.*

MCJ 522 News Products Marketing - 3 Cr.

Teaching Schedule Hours/Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
3	1	-	Theory	Practical	Theory	Practical	100
			40	-	60	-	

Objectives

The course aims at
- developing perspective of looking at news as a product
- familiarizing with marketing process and salesmanship
- enhancing knowledge of market from the standpoint of information
- disseminating skills and techniques of news circulation
- providing background for perceiving media as a business
- shaping attitude for taking media as entrepreneurship
- developing a sense of professionalism in news concept

Course

1. The Market and News Products
   Concept of Market
   Production process
   News Products
2. News circulation-print, radio and TV
3. News product as a social product
4. News product as a Business
5. The Scope of circulation

A sales, delivery, collection system
A measure of sales, readership, and audience figures
Comparisons to broadcast audience figures
circulation as a profession
circulation as an index of commercial value

Details

1. **Introduction to Marketing**   **10hrs.**
1.1 Concept
1.2 Process
1.3 Functions
1.4 Marketing Mix (Products)

2. **Auxiliary Marketing Functions**   **5hrs.**
   2.1 Distribution
   2.2 Promotion
   2.3 Salesmanship

3. Introduction to customers   **4hrs.**
2.1 Buying and selling (Buyers' Behaviour and Organizational Behaviour)

4. Marketing Communication System, Marketing Information 12hrs.
4.1 Product concepts and marketing considerations
4.2 Product life cycle
4.3 Marketing strategies
4.4 New Product Development
4.5 Marketing Strategy Development
4.6 Test marketing

5. News Circulation   **10hrs.**
5.1 News circulation-print, radio and TV
5.2 The Scope of circulation
5.3 A sales, delivery, collection system
5. 4 A measure of sales, readership, and audience figures
5. 5 Comparisons to broadcast audience figures
5.6 Impact of news quality on its circulation
5.7 circulation as a profession
5. 8 circulation as an index of commercial value

6. Business Ethics and the Mass Media   **4hrs.**
6.1 News Product as a Business
6.2 News Product as a Social product
6. 3 Corporate social Responsibility of the News Media

   Evaluation
   Internal 40%
   External 60%

Note:" Teaching Manual should be developed by the faculty concerned. Concerned faculty member can give assignments as desirable.

References

Croteau, David and Hoynes, William. (2006). *The Business of Media: Corporate Media and the Public Interest*. New Delhi: Sage Publications India Pvt. Ltd.

Denis Adcock, Ray Bradfield, Al Halborg and Ross, Caroline Ross. (2001). *Marketing Principles and Practice*. Essex: Pearson Education Limited.

Evans, Fred J. (1987). *Managing the Media*. Connecticut: Greenwood Press Inc.

Kotler, Philip and Lee, Nancy. (2005). *Corporate Social Responsibility: Doing the Most Good for Your Company and Cause*. New Jersey: John Wiley & Sons, Inc.

Kotler, Philip. (2009). *Principles of Marketing*. New Delhi: Dorling Kindersley (India) Pvt. Ltd.

Picard, Robert G. (2004). *Strategic Responses to Media Market Changes*. Jonkoping, Sweden: Jonkoping International Business School.

Rankin, W. Parkman. (1986). *The Practice of Newspaper Management*. New York: Praeger.

Thorn, William and Pfel, Mary Pat. (1987). *Newspaper Circulation: Marketing the News. New*s. York: Longman.

MCJ 523 MC Research in Mass Communication   - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	
15	25	60	-	100

Objectives
The course intends to:
- Acquaint students with general research principles
- Provide a comprehensive overview of the steps necessary to begin communication research
- Enable them to understand research approaches relevant in mass communication field.
- Familiarize students with the concept of media effects research
- Develop a mindset of an independent communication research worker

Course Contents
1. Introduction to Communication Research: 10 hrs.
  1.1 Meaning and definition of research
  1.2 Research in Mass Communication
  1.3 Scope of communication research
  1.4 Nature of communication discipline and research
  1.5 Nature of data; Quantitative Vs Qualitative; Primary Vs Secondary
  1.6 The Fundamental worldviews about knowing
  1.7 Necessity and Tradition of theoretical approaches in research (Positivism, Interpretive Social Sciences and Critical Social Sciences)
  1.8 Types of research

2. Research Methodology: 10 hrs.
  2.1 Meaning
  2.2 Research methodology vs. research methods
  2.3 Research process (Stating the problem; Selecting the topic; Developing the objectives; Formulating research questions/ hypothesis; Reviewing the literature; Designing the research; Collecting the data; Processing the data; Presenting and analyzing the data; Drawing conclusion; generalizing the results; Writing up the report)

3. Sampling Design: 5 hrs.
  3.1Meaning of sampling
  3.2 Sample Vs. Census
  3.3 Necessity of sampling
  3.4 Types and process of Sampling
  3.5 Sampling error

3.6 Features of an effective sample design

4. Communication Research Methods: 12 hrs.
   4.1 Analysing media output
   4.2 Content analysis method
   4.3 Semiotics/Semiology
   4.4 Discourse Analysis
   4.5 Analysing media audience
   4.6 Survey method
   4.7 Focus group discussion
   4.8 People or behavior oriented research
   4.9 Observational research
   4.10 Experimental research
   4.11 Viewership research
   4.12 Readership research
   4.13 Interview method
   4.14 Case study method

5. Ethical Practices in Doing Media Research: 4 hrs.
5.1 Meaning
5.2 Need of Ethics in research
5.3 Ethical theories and Principles
5.4 Major ethical issues and problems

6. Writing of research report: 4 hrs.
 6.1 Structure of academic report
 6.2 Use of academic language and style

 Evaluation
 Practical: Students are required to produce independently a research work of 2,500 words. This mandatory assignment carries 25 percent marks. The topic of the research should be approved by the module convenor. The internal practical work will be evaluated by the faculty concerned.

Recommended readings

Berger, Arthur Asa. (1998). *Media research techniques*. New Delhi: Sage Publications Ltd.

Buddenbaum, J. and Novak, K. (2005). *Applied communication research*. New Delhi: Surjeet Publications.

Gunter, Barrie. (2000). *Media research methods*. London: Sage Publications Ltd.

Hansen et al. (1998). *Mass Communication Research Methods.* London: Macmillan.

Stokes, Jane. (2003). *How to Do Media and Cultural Studies.* London: Sage Publications.

Upreti, Tanka. (2010). *Sanchar anusandhan: Paddhati ra abhyas* (Communication Research: Methodology and Practice). Lalitpur: Sajha Prakasan.

Wimmer, R. D. and Dominick, J. R. (2003). *Mass media research: An introduction,* Belmont: Wadsworth.

Further readings

Desai, Bandana and Potter Robert (eds) (2006). *Doing development research*, New Delhi:Vistaar Publication and Bhrikuti Academic Publications.

Kothari, C.R.(1992). *Research Methodology*. New Delhi: Wiley Eastern Limited

Humagain, D.R., Bhatta, K. & Adhikari, K. (eds) (2007). *Media anusandhan:Prajnik purbadhar nirmanka kehi abhyas* (in Nepali), Kathmandu: Martin Chautari.

Rubin, R.B., Rubin A. M. & Piele, L.J. (1996). *Communication research: Strategy and sources* (4th Ed.)Belmont, CA: Wardsworth.

MCJ 524 MC Photojournalism: Principles and Practices   - 3 Cr.

Teaching Schedule Hours/Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
3	1	2	Theory	Practical	Theory	Practical	100
			40	60	60	-	

Objectives

The course intends to
- familiarize students with concepts and practices of photo journalism
- develop the capability of using photography, handling camera and studio for the cause of journalism
- have the perspective of pictures in media products
- enhance knowledge and skills of photography for practical use in newsroom
- strengthen the perspective of communicating through pictures
- widen the horizon of journalism through a general comparative study of photography and digital image

The course is divided between practical and theoretical components. They should be conducted in ordinary class room and a laboratory consisting of studio and darkroom. The subject teacher may decide the way to handle the whole course in the Class room and laboratory. A teaching manual and a practical lab manual should be prepared by the teacher in course of the class. The teacher should be assisted by a technician in the lab.

Theory

Course
Photojournalism
1.Introduction
Camera
Indoor shooting, outdoor shooting, portrait
Events shooting, natural scene, fast events, slow events
Film, Light adjustment techniques
Darkroom, Enlarger
Chemicals
2. Handling pictures in news room, close-up, medium shot, long shot
3. Pictures for magazines, caption
4.Role of photo-editor
5.Page make up, photo cropping, lay - out , and photo features

Course Details

Brief History of Photography

Concept of Camera   **3hrs.**

Pinhole cameras
Simple cameras
Compact cameras
35 mm single lens reflex SLR cameras
Autofocus cameras
Medium format cameras
Large format cameras

Camera technique   **5hrs.**
Indoor shooting, outdoor shooting,
Disciplines: Portraiture, Landscapes, Buildings, Action and Movement, Still life and close-up,
Photo essay, Natural scene (Natural history)
Events shooting, fast events, slow events

Functions of Camera   **5hrs.**
Lenses

10

Film
Exposure
Light
Composition
Flash
Filters and accessories

Photojournalism   **6hrs.**
(a) Introduction
(b) Importance of visual communication
(c) Modern trends in visual communication
(d) Visual communication in Nepal
(e) Handling pictures in news room
(f) Pictures for magazines, caption

Photo Editing   **6hrs.**
  (a) Role of photo-editor
  (b) Page make up
  (c) photo cropping
  (d) lay -out
  (e) photo features

Practical

3.The Dark room

Film processing   **5hrs.**
Printing
Finishing and presentation
Events shooting, fast events, slow events
Film, Light adjustment techniques
Darkroom, Enlarger
Chemicals

4.Latest technology   **15hrs.**
Introduction to Digital photography
Photoshop
Digital camera handling
World Photo Agencies
Digital Photo Transmission
20 specific activities (to be determined by subject teacher) to be undertaken under the
supervision of the lab technician in the lab.

Evaluation

The subject teacher will evaluate the students on the basis of the following:
Internal Examination: 40%
   a) Mid-Term test (40 marks – theory)
   b) End-Term test (40 marks: theory 20%; practical 20%)
   c) Practical assignments (as determined by the teacher)
University Final: 60%
Theory: 30%
Practical:30% [three practical situations to be given; weightage of each practical situation to be made 10 marks each.]

Essential facilities

Lab: Darkroom, Studio, with all essential gadgets + One lab technician

Books and References

Wright, Terence. (1999). *The Photography Handbook.* London: Routledge.

Lister, Martin. (1995) *The Photographic Image in Digital Culture*. London: Routlege.

Freeman, John. (1993). *Practical Photography: How to G et the Best Picture Every Time*. London: Ultimate Editions.

Hedgecoe, John. (2001). *How to Take Great Photographs*. London: Brown Limited.

Keene, Martin. (1993). *Practical Photojournalism: A Professinal Guide.* London: Focal Press.

Busch, David D. (2005) *Mastering SLR Digital Photography.* Boston: Thomson.

Evans Harold. (1978). *Pictures on a Page: Photojournalism and Picture Editing*. California: Wadsworth Publishing.

MCJ 525 MC Evolution of Nepali media and trends - 3 Cr.

Examination Scheme				
Internal Assessment		Final		Total
Theory	Practical	Theory	Practical	100
40	-	60	-	

Objectives

The course intends to:
- **make students acquainted with media history of Nepal**
- **enable students analyse media events in the country systematically**
- **develop skills of researching the past media trends**
- **familiarize students with overall media exercises undertaken in the country**
- **enhance the ability of localizing media research in the country**
- **get students introduced to media institutions operating in the country**

Course in Detail

1. Evolution of Print Journalism in Nepal   **5hs.**
- A critical study of Gorkhapatra: realities and expectations
- Democratic movement and Contributions of Newspapers
- Print journalism in Panchayat Era
- Media booming in the Post-nineties
- People's Movement II and Media Role
- Current trends and challenges

2. Printing Press in Nepal   **5hrs.**
- Evolution of Printing Press: strengths and weaknesses
- Offset and letter press: Evolution and Devolution
- Critical analysis of State policy on printing system
- Prospects of Digital Printing Technology in Nepal
- Printing Entrepreneurship in Nepal

3. Books as mass media   **3hrs.**
- Books in Nepal: history, technology and trends
- Expansion of readership and publishing industry
- National book policy
- Nepali publications in the wider global market: challenges and opportunities

4. **Film as mass media**   **5hrs.**

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- Films in Nepal: history, technology and trends
- Expansion of viewership and film industry
- National film policy
- Nepali film in the wider global market: challenges and opportunities
- Social responsibility, market and modern practices in film making

5. Development of Radio   **7hrs.**
- Radio in Nepal: history, technology and trends
- Radio Nepal and Society
- Shift in broadcasting policy and private radio
- Community radio: development, challenges and opportunity

6. Development of Television   **5hrs.**
- Television in Nepal: history, technology and trends
- Nepal Television and Society
- Shift in broadcasting policy and arrival of private television
- Emerging trends in Nepali television industry
- Community Television: development, challenges and opportunity

7. Web Journalism: Practice and Promise   **5hrs.**

- History and modern scenario of web journalism in Nepal
- Opportunity and challenges created by web journalism
- Practice and potential of citizen journalism
- Digital divide and online journalism in Nepal
- Government and IT policy: things done and to be done

8. Media Institutions and Current Status   **10hrs.**
- Ministry of Information and Communication and its contribution to Nepali media
- State-owned media organizations (Gorkhapatra, RSS, Press Council Nepal, NTV, Radio Nepal): prospects and challenges
- Private media organizations: dichotomy of social responsibility and free market
- Role of Federation of Nepalese Journalists and other professional organizations
- Democracy, mass media and journalism in Nepal
- Media Education in Nepal: challenges and opportunities

Evaluation
Internal 40%
External 60%

Teaching Manual should be developed by the Faculty members concerned.

Recommended Readings:

Devkota, Grishma Bahadur. (2051B.S.). *Nepal Ko Chhapakhana Ra Patra Patrika ko Itihas (*A History of Printing Press and Newspapers in Nepal (2nd ed.). Lalitpur: Sajha Prakashan.

Luitel Ghamaraj and Acharya, Madhu (2061 BS). Nepal ma Samudayik Radio ko Itibrittanta. Kathmandu: Community Radio Support Center and Nepal Forum for Environment Journalists.

Onta, Pratyush, et. al. (2005). *Radio Patrakarita (Radio Journalism).* Kathmandu: Martin Chautari.

Onta, Pratyush, et. al. (eds)(2004), *Radio Nepalko Samajik Itihans(Social History of Radio Nepal)* . Kathmandu: Martin Chautari.

Parajuli, Shekhar and Onta, Pratyush (2005). *Radio Sanga Hurkada (Growing with the Radio).* Kathmandu: Martin Chautari.

Pathak, Yek Raj and Adhikari, Krishna. (2011). *Ra sa sa ko itihas* (History of RSS). Kathmandu: RSS.

Regmi, Shiva and Kharel, P. (2058 B.S.) *Nepal Ma Aam Sanchar Ko Bikas*, Kathmandu: Nepal Association of Media Educators.

Upreti, Tanka (2069 B.S.) *Nepalma Television: Vikas ra Bahas (Television in Nepal: Development and Debates).* Kathmandu: Brikuti Academic Publications.

Wilmore, Michael (2008) *Developing Altetnative Media Traditions in Nepal*, Kathmandu:Martin Chautari.

MCJ 526 MC Advanced Concepts in Electronic Publication - 3 Cr.

Teaching Schedule Hours/Week			Examination Scheme				
Theory	Tutorial	Practical	Internal Assessment		Final		Total
1	-	4	Theory	Practical	Theory	Practical	100
			-	40	-	60	

Objectives

This course is a practical course. However, there is a provision for some objective test. Some 20 marks have been allocated for this. A general evaluation from the Subject Teacher accompanied by internal assessment is a prerequisite.

The subject teacher will create a teaching manual and a practical lab manual. The teacher will be assisted by a lab assistant.

The course intends to

- **make students familiar with creating website using HTML and CSS.**
- **make students familiar with XML and its use.**
- **get acquainted with photo editing using Photoshop**
- **have information about information presentation**
- **exposed to skills of personalization and localization**
- **be familiar with user interaction**
- **enable students to understand blog, forums and its importance**
- **prepare news, features and advertisement in electronic media**

1. Web Production Overview
- Internet (how Internet works) - 1 Hr
- Ecommerce (introduction only)
- Introduction - 1 Hr
    o HTTP
    o WWW
    o Domain name
    o Url
    o FTP
    o Webserver
    o Browser
- HTML – (Theory 6 hrs, Practical – 12 hrs)
    o Using html to create website.

- Head, title, body
- Text formatting tags
  - Heading tags, paragraphs, bold, italic, underline
- Image tag and its properties
- Creating links (hyperlink, intralink, email links)
- Div and Span
- Creating forms
- Using Tables
- Character entities

- CSS (Theory - 3 hrs, Practical – 5 hrs)
  - Use styles to html tags
  - Types of styles
  - Creating classes
  - Applying styles to html

- Graphics (practical – 4 hrs)
  - Editing pictures using Photoshop
  - Format of pictures used in web and creating them using Photoshop
  - Changing the size, resolution of pictures.
  - Changing colors
  - Color Mode (CMYK, RGB)

  Practical: Photoshop, Dream Weaver

- Facilities given by Internet – 2 Hrs
  - World Wide Web
  - Email (SMTP, POP protocols introduction only)
  - Ftp
  - Instant Messaging
  - Video Conferencing
  - Concepts of http, domain name, URL

2. XML (Theory 2 Hrs, Practical 2 Hrs)
   - Introduction
   - Importance
   - Application Area of XML
   - RSS and XML

Practical: Creating XML documents only.

3. Information Presentation (1 Hr)
- Laws and Regulations
- UI design
- Usability Issues
- Accessibility
- Personalization
- Localization
- Internationalization

4. User Interaction (Usage only) (8 Hrs)
- Forums – 3 Hrs

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- Blog – 3 Hrs
- Chat – 15 mins
- Online Polls – 15 mins
- Video conferencing – 30 mins
- Advertisement (1 Hr)
    - Generating revenue using online advertisements e.g. Google Ads, banner ads.
- Podcasting

Projects work to be done as assignments
- Create a website using HTML and all the styles should be given using CSS. There should be at least 10 HTML files.
- Configure BLOG software locally and use it. Note: use any open source software.
- Configure Forum locally and use it. Note: use any open source software.

Evaluation
Internal 40%
External 60%
Essential facilities

A lab for students should be prepared and teaching needs to be done in the same. Access to the computer should be guaranteed. A minimum of sixty hours practice in the lab is essential.

Reference Material

Bates, Chris. (2003). *XML in Theory and Practice*. West Sussex: John Wiley & Sons Ltd.

Beaird, Jason. (2010). *The Principles of Beautiful Web Design.* Sitepoint Pty Ltd.

Huddleston, Rob. (2008). *HTML, XHTML, and CSS*. Indianapolis: Wiley Publishing Inc.

Morrison, Michael. (2001). *XML and HTML for Beginners*. Washington: Microsoft Press.

Whittaker, Jason.(2000). *Producing for the Web.* London: Routledge.

Project Work II   **3 credits**

All students should prepare and submit a report under Project Work II under the guidance and supervision of Faculties assigned by the College. The theme for the Project Work will be determined by the College Faculty.

Project work for the Second Semester
Students are required to write a profile of media institutions or bodies that have communication function as part of the project work in the second semester. The Project Work carries 25 marks and will be evaluated externally after the second semester final. It should be submitted within a week of the end of the second semester final in the computer –typeset form. The profile should be written in at least 3,000 words.
Objectives of the Project Work

- to make students undertake practical efforts to study media institutions
- to encourage them to collect facts in the field on their own
- to provide them exposure to the professional arena through the study
- to develop attitude of research and search and independent study among students
- to let students have the feel of how media institutions are running at present

Specific objectives:

- to enable students to work out a plan for studying media institutions
- to make them pursue practical study of institutions related to media or communication
- to encourage them to prepare a profile in a professional manner
- to provide them with skills of collecting facts and figures for finalizing institutional profile
- to guide them to work independently from conception to finish in profile preparation

The following criteria should be considered for the preparation of the profile:

1. Background
2. Goal: short term, long term
3. Organization: organogram
4. Functions
5. Principles, rules and regulations
6. Source of income, expenditure
7. Present status
8. Overall performance: from the angle of the institution and that of the researcher: any specific case tackled in a remarkable manner or any specific case that has been left unattended for over two years
9. Challenges: ways to tackle them
10. Future direction

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The profile should be written keeping in view the following points:

- fulfillment of formalities including timely submission
- appropriate quotations of facts and figures
- interview with head of institutions, officials and grass-root workers
- analysis of the plans, programmes, and reports of institutions
- originality in language, title, presentation, and graphics,
- creativity in judgment of overall performance, challenges, and future direction
- summary - presentation

Evaluators should consider the points mentioned here while examining the project work..