

GUIDELINES FOR CAPSTONE PROJECT

BS MASS COMMUNICATION

Course Code: 9245

1. Introduction

After the completion of core and advanced-level courses in the BS Mass Communication program, students are required to undertake a Capstone Project (Course Code: 9245). This final semester project provides students with the opportunity to apply theoretical knowledge to real-world problems through independent research or problem-solving. The project helps bridge academic learning with the professional skills required in the media industry.

2. Objectives of the Capstone Project

The Capstone Project aims to:

- Integrate multidisciplinary knowledge and skills
- Apply research methods to a real or simulated mass communication-related issues
- Enhance students' analytical, communication, and report-writing abilities
- Foster problem-solving, critical thinking, and decision-making skills
- Strengthen readiness for the job market or postgraduate studies

3. Selection of Project Topic

Students should propose a topic aligned with the mass communication, media industry, communication studies or journalism. The topic should be approved by the department and meet the criteria of:

- i. Relevance to the program objectives
- ii. Research ability and availability of data
- iii. Feasibility within the timeframe and resources

4. Suggested Project Areas:

- i. Comparative analysis of media organisations
- ii. Analysis of media sociology in Pakistan
- iii. Impact of social media on society
- iv. Media usage patterns of the users
- v. Case studies on different media-related aspects
- vi. Review of policies of the Government for the media industry
- vii. Media content production, dissemination and consumption of print media/electronic media and new media.
- viii. Media entrepreneurship
- ix. New media and society
- x. Documentaries

5. Role and Responsibility of the Student

Students are expected to:

- i. Conduct independent research or fieldwork under the supervision of his/her supervisor
- ii. Adhere to ethical research standards and academic integrity
- iii. Maintain regular contact with the assigned supervisor

- iv. Submit work as per deadlines and guidelines
- v. Demonstrate seriousness, originality, and academic discipline

6. Focus of Work

The Capstone Project should be focused and practical. Students must:

- i. Define a clear problem statement based on practical issues in the real-life scenario
- ii. Support analysis with theory and evidence
- iii. Demonstrate application of research methods and data interpretation
- iv. Provide concrete findings and actionable recommendations
- v. Maintain an academic tone with professional formatting

7. Pre-Project Readings

Before initiating the project, students must review relevant literature and resources such as:

- i. Academic journals
- ii. Industry-specific publications
- iii. Regulatory and policy documents
- iv. Government policies and regulations

8. Project Work Plan (Suggested Timeline)

Time	Activities
Weeks 1–2	Topic selection, supervisor approval, literature review
Weeks 3–4	Research design, data collection tools, and proposal writing
Weeks 5–6	Data collection (survey/interview/secondary data)
Weeks 7–8	Data analysis, preparation of charts/tables
Weeks 9–10	Drafting chapters and submitting for supervisor feedback
Weeks 11–12	Final editing, proofreading, and submission

9. Guidelines for Writing a Capstone Project Report

- **Page:** A4 size
- **Font:** Times New Roman, size 12
- **Spacing:** 1.5 line spacing
- **Margins:** 3 cm on all sides
- **Justification:** Fully justified
- **Paragraphs:** Use blank lines between paragraphs and sections
- **Headings:** Use hierarchical heading formatting (Heading 1, 2, etc.)
- **Word Count:** 6,000 to 8,000 words (excluding annexures)
- **Page Numbers:** Roman numerals (i, ii...) for preliminary pages, Arabic (1, 2...) from Chapter 1 onwards
- **Spelling/Grammar:** Use MS Word grammar/spell check

10. Format of Capstone Project Report

- i. Title Page
- ii. Supervisor's Certificate
- iii. Acknowledgements
- iv. Table of Contents
- v. List of Tables & Figures
- vi. Abstract
- vii. Chapter 1: Introduction

- viii. Chapter 2: Literature Review
- ix. Chapter 3: Research Methodology
- x. Chapter 4: Data Analysis
- xi. Chapter 5: Discussion, Findings & Recommendations
- xii. References (APA)
- xiii. Annexures

11. Contents of the Report (Minimum Requirements)

- i. **Introduction (500–700 words):** Problem background, objectives, problem statement, significance, research question, hypotheses
- ii. **Literature Review (800–1000 words):** Theoretical base, past studies
- iii. **Methodology (600–800 words):** Research type, tools, sampling, data collection
- iv. **Data Analysis (1500–2000 words):** Quantitative/qualitative analysis, tables, interpretation
- v. **Discussion, Findings & Recommendations (600–800 words):** Discussion, Findings, Conclusion, suggestions, policy implications

12. General Rules Regarding Capstone Project

- i. Every student enrolled in the capstone project must complete it within the allocated semester under the guidance of an approved supervisor.
- ii. The responsibility to propose a suitable topic lies with the student. The department will approve or suggest changes to the topic.
- iii. Upon topic approval, the department will assign a supervisor who will guide the student throughout the project.
- iv. An online orientation session (minimum 2 hours) will be arranged at the start of the semester to guide students about objectives, structure, ethics, and report writing of the Capstone Project.
- v. Students must follow ethical standards and avoid plagiarism. Projects with over 19% similarity (Turnitin or equivalent) may be rejected or penalised.
- vi. At the end of the semester, the final capstone project must be submitted for grading.
- vii. The Department will assign an Evaluator to assess each Capstone Project. The final grade will depend on:
 - a. Quality of report
 - b. Originality and depth of analysis
 - c. Relevance of recommendations
 - d. Adherence to structure and format
- viii. The passing marks for the Capstone Project are 50 out of 100. Failure to meet the minimum score will result in a re-enrolment requirement.
- ix. Evaluation may be conducted by the supervisor, or tutors may be assigned for evaluation, not exceeding 50 students per evaluator.
- x. The University holds no financial liability related to any field visits or data collection undertaken by the student.
