

SCHOOL OF MEDIA STUDIES
PROGRAMME: B.A JOURNALISM HONOURS
SEMESTER-III
COURSE TITLE: RADIO PRODUCTION

COURSE CODE:03ABAJH17311

CREDITS: 02

Unit1 : Evolution and Development of Radio

- 1.1. History of Radio
- 1.2. Characteristics of radio; Short wave and long wave; AM and FM Radio
- 1.3. AIR-Organizational structure of AIR, National Programmes of All India Radio, Educational Radio
- 1.4. Recent Developments in FM Broadcast
- 1.5. BBC and other International Radio Stations-Voice of America, etc

Unit 2: Techniques of Sound Recording

- 2.1. Microphones; Types of microphones
- 2.2. Location recording; Multi-track recording; Studio recording; Off air /On air studios and their working; Sound Effects; audio editing
- 2.3. Audio mixing-Digital Studio Mixer. Portable Audio Mixers
- 2.4. Audio Workstations – Nuendo, Avid Pro tools and others

Unit 3: Radio Program Formats

- 3.1. Fiction- Phone in, Radio drama, Entertainment talk shows
- 3.2. Non-Fiction- Special Audience Programme, Radio Feature, Radio Documentary; Interviews
- 3.3. News- News Reading, Structure of News Story
- 3.4. Presentation methods - RJing, Pronunciation. Vocal stressing. Inflection. Narration Techniques
- 3.5. Scripting for radio programmes- Collection of material for programmes; documentation; production of programmes for radio

Unit 4: Radio - Recent trends

- 4.1. Radio Advertising: advantages, disadvantages; types, appeal
- 4.2. Programme promos, Public Service Announcements
- 4.3. Community Radio
- 4.4. Radio as a tool for mass communication Radio and Newspaper: A Comparative study

Unit 1- Introduction

Introduction to radio studio and equipments. Radio programme formats Different types of mics

Unit 2- Radio Script Writing - Pre – Production

Script Writing for the following Radio Formats-

- a) Talk Show
- b) Radio Drama
- c) Radio Documentary
- d) News Bulletin
- e) Interview

Unit 3: Preparation & Execution of Audio Brief

Audio Recording, editing and mixing. Production & Post Production of field based Radio Programs-

- a)Outdoor Interviews
- b) Radio Documentary:

Production & Post Production of Studio based Radio programmes in different formats

- a)Radio Drama
- b) Talk Show

Unit 4- Radio Assignment

- a) Plan a 30 minute Program Log Sheet
- b) Produce the programs
- c) Record Book

SCHOOL OF MEDIA STUDIES
PROGRAMME: B.A JOURNALISM HONOURS
SEMESTER-III
COURSE TITLE: MEDIA AND CULTURE STUDIES

COURSE CODE:03ABAJH17312

CREDITS: 04

Unit 1

- 1.1 The concept of Culture.
- 1.2 The concept of media and Culture.
- 1.3 The concept of ideology.
- 1.4 How does culture matter

Unit – 2

- 1.1** Mass culture and media – Adorno and Horkheimer
- 1.2** The public sphere in India
- 1.3** Cultural Identity.
- 1.4** Political Economy.

Unit – 3

- 3.1 Marxist ideology.
- 3.2 Gender and Ideology.
- 3.3 Orientalism
- 3.4 Post-Colonialism; Nationalism and Post Nation

Unit – 4 Media Society and Communication

- 4.1 Marshall McLuhan's Theory
- 4.2 Michele Foucault. (
- 4.3 Antonio Gramsci.
- 4.4 Audience: Characteristics of Audience, Audience of different Mass Media.

SCHOOL OF MEDIA STUDIES
PROGRAMMED: B A JOURNALISM (HONORS)
SEMESTER: III
COURSE TITLE : THEORIES OF COMMUNICATION

COURSE CODE: 03ABAJH17313

CREDITS: 4

Unit 1 Introduction to Communication Theories

- 1.1 Concept and definition of Communications
- 1.2 Characteristics and philosophy of communication
- 1.3 Communication and its traditions
- 1.4 Models of Communication

Unit – 2 Traditions of Communications

- 2.1 Semiotic
- 2.2 Cybernetic
- 2.3 Socio-psychological
- 2.4 Rhetorical.

Unit – 3 Theories and models of development communication

- 3.1 Propaganda theory and Agenda Setting- Noam Chomsky
- 3.2 Cultivation Theory
- 3.3 Diffusion of Innovations
- 3.4 Social Learning Theory

Unit – 4 Development and Society

- 4.1 Socio-cultural, Critical
- 4.2 Political economy of Communication
- 4.3 Media and civil society
- 4.4 Spiral of Silence

SCHOOL OF MEDIA STUDIES
PROGRAMMED: B A JOURNALISM (HONORS)
SEMESTER: III
COURSE TITLE : RESEARCH METHODOLOGY

COURSE CODE: 03ASECO17331

CREDITS: 2

Unit 1 Research and Media Research

- 1.1 Research; Basic concepts, meaning, definition, nature and characteristics of scientific research, Basics and applied research.
- 1.2 Communication research: Scope and area of Media Research; major trends in mass communication research in India.
- 1.3 Elements of scientific research - concepts and constructs; Elements of Social science research; Patterns- Inductive and Deductive; Quantitative and Qualitative research.
- 1.4 Ethical problems in media research.

Unit – 2 Research Problem

- 2.1 Selection of the problem; Meaning and characteristics of problem.
- 2.2 Hypothesis: Types of Hypothesis.
- 2.3 Variables- Types of variables.
- 2.4 Sampling: definition, Types of sampling; Advantage and Disadvantage of Sampling in Media Research.

Unit – 3 Types of Research

- 3.1 Types of Research- Qualitative research and Quantitative research, field studies,survey, case studies, focus group discussion, content analysis, Discourse analysis, framing analysis, action research, population.
- 3.2 Readership Research- IRS, ABC, TAM, TRP.
- 3.3 Research procedure, Research Design- purpose, principles of design, and types of research design.
- 3.4 The Research process: Selection of research problem, Review of Literature, Formulation of research questions/ hypothesis, Data collection, Analysis and interpretation of data, Presentation of results.

Unit – 4 Research tools and data analysis

- 4.1 Research tools and data analysis: research tools- questionnaires, interview scheduled.
- 4.2 Levels of Measurement- Scales, central tendency.
- 4.3 Statistical inference –tests of significance and analysis variance – ANOVA, normal curve; inductive statistics; correlation; regression.
- 4.4 Report writing; writing research project, styles of presenting research findings.

SCHOOL OF MEDIA STUDIES

PROGRAMME: B.A JOURNALISM, PSYCHOLOGY, ENGLISH

SEMESTER-III

COURSE TITLE: RADIO PRODUCTION

COURSE CODE:03ABAJR17311

CREDITS: 02

Unit1 : Evolution and Development of Radio

- 1.1. History of Radio
- 1.2. Characteristics of radio; Short wave and long wave; AM and FM Radio
- 1.3. AIR-Organizational structure of AIR, National Programmes of All India Radio, Educational Radio
- 1.4. Recent Developments in FM Broadcast
- 1.5. BBC and other International Radio Stations-Voice of America, etc

Unit 2: Techniques of Sound Recording

- 2.1. Microphones; Types of microphones
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- 2.3. Audio mixing-Digital Studio Mixer. Portable Audio Mixers
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Radio Program Formats

- 3.1. Fiction- Phone in, Radio drama, Entertainment talk shows
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- 3.4. Presentation methods - RJing, Pronunciation. Vocal stressing. Inflection. Narration Techniques
- 3.5. Scripting for radio programmes- Collection of material for programmes; documentation; production of programmes for radio(Ap)

Radio - Recent trends

- 4.1. Radio Advertising: advantages, disadvantages; types, appeal
- 4.2. Programme promos, Public Service Announcements
- 4.3. Community Radio
- 4.4. Radio as a tool for mass communication Radio and Newspaper: A Comparative study

PRACTICAL

CREDITS: 04

Unit 1- Introduction

Introduction to radio studio and equipments. Radio programme formats Different types of mics

Unit 2- Radio Script Writing - Pre – Production

Script Writing for the following Radio Formats-

- a) Talk Show
- b) Radio Drama
- c) Radio Documentary
- d) News Bulletin
- e) Interview

Unit 3: Preparation & Execution of Audio Brief

Audio Recording, editing and mixing. Production & Post Production of field based Radio Programs-

- a) Outdoor Interviews
- b) Radio Documentary:

Production & Post Production of Studio based Radio programmes in different formats

- a) Radio Drama
- b) Talk Show

Unit 4- Radio Assignment

- d) Plan a 30 minute Program Log Sheet
- e) Produce the programs
- f) Record Book

SCHOOL OF MEDIA STUDIES

PROGRAMME: B.A JOURNALISM, PSYCHOLOGY, ENGLISH

SEMESTER-III

COURSE TITLE: BRITISH LITERATURE 19th CENTURY

COURSE CODE:03ABAJR17312

CREDITS: 04

Unit 1- Poetry

- 1.1 - The Scholar Gypsy by Mathew Arnold
- 1.2 - My Last Duchess by Robert Browning
- 1.3 - The Windhover by GM Hopkins
- 1.4 - I wandered Lovely as a Cloud by William Wordsworth
- 1.5 - The Charge of the Light Brigade by AL Tennyson

Unit 2-Fiction

- 2.1 - Pride & Prejudice by Jane Austen

Unit 3- Drama

Pygmalion by George Bernard Shaw

- 3.1 - Act I
- 3.2 - Act II
- 3.3 - Act III
- 3.4 - Act IV
- 3.5 - Act V

Unit IV- Short Story

- 4.1 - The Happy Prince by Oscar Wilde
- 4.2 - The Adventures of the Speckled Band by Sir. Arthur Conan Doyle
- 4.3 - The Signal Man by Charles Dickens
- 4.4 - The Three Strangers by Thomas Hardy
- 4.5 - The Magic Shop by H.G. Wells

SCHOOL OF MEDIA STUDIES

PROGRAMMED: B A JOURNALISM, PSYCHOLOGY, ENGLISH

SEMESTER: III

COURSE TITLE : DEVELOPMENTAL PSYCHOLOGY

COURSE CODE: 03ABAJR17313

CREDITS: 04

Unit I: Introduction

- 1.1 Importance of life span development, Characteristics of Life span development, nature of development.
- 1.2 Overview of theories of Development- Freud, Erikson, Piaget, Vygotsky, Information processing, Behavioral, Social, Cognitive, Ethological and Ecological theories.
- 1.3 Studying Development- Sequential, Cross sectional and longitudinal approaches

Unit II- Physical development

- 2.1 Stages of prenatal development; Dermatogens and prenatal environment; Birth Newborn appearance, reflexes, assessment and states.
- 2.2 ;Physical and motor development- in childhood; Cephalocaudal and proximodistal pattern, Gross and fine motor skills and handedness
- 2.3. Puberty and adolescent changes: Puberty: Meaning, biological changes: Sexual maturation, growth spurt, primary and secondary sexual characteristics, Adult development and Ageing; Death

Unit III: Cognitive development

- 3.1 Stages of cognitive development- Piaget's Theory: Milestones & Mechanisms
- 3.2 Vygotsky's Theory; Language development
- 3.3 Observations & Experiment Methods in studying development.

Unit IV: Psychosocial development Development self and socio cultural influence

- 4.1 Emotions, play, aggression and altruism, temperament. Moral Development: Kohlberg's theory, Development of identity: Erikson and Marcia's views
- 4.2. Adolescent relationships: Family, Peers, Adult society, Adult life; vocational adjustment, Foundations of intimate relationships; friendship, love, and sexuality
Marriage: Marital adjustment and conditions influencing it. Parenthood and parenting styles: adjustment to parenthood.
- 4.3 Coping with Mid-life crisis, changes in relationships, ageing and theories of ageing, Stages and patterns of grieving- Cultural Difference, Indian philosophy- four stages of a life and expectations.

PRACTICAL

CREDITS : 02

1. Student Problem Checklist
2. Vineland Social Maturity Scale
3. PGI General Well Being Measure
4. Peer pressure
5. Self-Concept
6. Statistics- SD,SEM

**SCHOOL OF MEDIA STUDIES
BACHELOR IN JOURNALISM (HONOURS)
III SEMESTER
COURSE: VERNACULAR JOURNALISM**

COURSE CODE: 03ABAJH18314

CREDITS: 04

1. GOALS

By the end of this course, the student will be able to perform in the following areas:

- Understand the significance and scope of vernacular journalism.
- Learn the differences in the style of reporting between vernacular and English dailies.
- Acquire knowledge on the scope of translation.
- Understand about Kannada Journalism.

2. OBJECTIVES OF DEVELOPMENT

In this course, students will gain the various perspectives in:

- Vernacular journalism through guest lectures.
- An overall perspective on the importance of translation.
- Field visits will help students to get an idea about the working of news organisations.
- By writing news and articles students will be improve their writing skills.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION

This module aims to provide an integrated overview of evolution in vernacular journalism and a theoretical knowledge of the vernacular journalism and translation.

3.2 CREDIT HOURS/SEMESTER

Instruction Hours: 60

4. DEVELOPMENT OF STUDENTS' LEARNING OUTCOME

- Students will gain an in depth knowledge of vernacular journalism.
- Have a thorough knowledge of different vernacular newspapers.
- Understand language as an important element of journalism.
- Understand and gain knowledge on the role of vernacular journalism.
- Develop a journalistic and analytical bent of mind.

4.1. FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Sub Unit KLAAp Assignment				
UNIT I	K	L	A	Ap
1.1	1	1	1	0
1.2	0	1	1	0
1.3	1	1	0	0
1.4	1	1	0	0
1.5	0	1	1	0
Total for UNIT I	3	5	3	0
UNIT II	K	L	A	Ap
2.1	0	1	0	1
2.2	1	1	0	0
2.3	1	1	0	0
2.4	1	1	0	1
2.5	1	1	0	0
Total for UNIT II	4	5	0	2
UNIT III	K	L	A	Ap
3.1	1	1	0	0
3.2	0	1	1	0
3.3	1	1	0	0
3.4	0	1	0	1
3.5	1	1	0	0
Total for UNIT III	3	5	1	1
UNIT IV	K	L	A	Ap
4.1	1	1	1	0
4.2	0	1	1	1
4.3	1	0	0	1
4.4	0	1	1	0
4.5	1	1	0	1
Total for UNIT IV	3	4	3	3

Weightage Calculation											
UNIT	K	Weigh tage of "K" in the unit	L	Weigh tage of "L" in the unit	A	Weigh tage of "A" in the unit	Ap	Weigh tage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		20% of 40		30% of 40		35% of 40				
	6	8		12		14					
1	3	1.4	5	2.1	3	5.1	0	0.0	9	15	24
2	4	1.8	5	2.1	0	0.0	2	4.7	9	15	24
3	3	1.4	5	2.1	1	1.7	1	2.3	8	15	23
4	3	1.4	4	1.7	3	5.1	3	7.0	14	15	29
	13		19		7		6		40		100

5. TEACHING METHODS

- Case study and discussion
- Guest lectures by journalist
- Practical training in translation
- News analysis
- Assignments

6.TEACHINGPLAN

We ek	Topic	Hours	Teaching Methods	Weightage
1-3	Unit I: Introduction to Vernacular Journalism 1.1 History of the Press in India (K, L, A) 1.2 Colonial Period, National Freedom Movement (L, A) 1.3 Gandhi, Ambedkar and prominent journalists as Communicators (K, L) 1.4 Different vernacular newspapers in India (K, L) 1.5. Case study: Calcutta Gazette (L, A)	15hrs 4hrs/we ek	1. Classroom Discussion followed by videos showcasing the history of Press 2. Case study and discussion 3. Reading and analysis of various vernacular newspapers in India	24%
4-7	Unit II: Growth of Vernacular journalism 2.1 Media during Emergency(L, Ap) 2.2 Changing Readership, Print Cultures, Language Press (K, L) 2.3 Growth of Vernacular journalism(K, L) 2.4 Sources of news, Analysis of reporting pattern (K, L, Ap)	15hrs 4hrs/we ek	1. Discussion on Robin Jeffrey 'India's Newspaper Revolution' 2. Guest Lecture on Journalism 3. Screen documentari es in class and conduct discussion.	24%

	1.5 Case Study: Complete study of Times Group newspapers (K, L)			
9-12	Unit III: Translation 3.1 Concept, Nature and scope of translation (K, L) 3.2 Role and functions of translators (L, A) 3.3 Importance of translation in vernacular journalism; Localizing; Translation in News agencies (K, L) 3.4. Differences in style of reporting between vernacular and English dailies (L, Ap) 3.5. Case Study: Translations by news agency (K, L)	15hrs 4hrs/we ek	1. Classroom discussion about regional press 2. Guest lecture by an eminent Journalist 3. Class room exercises on translation of various regional news and articles	23%
12-15	Unit IV: Kannada Journalism 4.1 Brief history of Kannada press (K, L, A) 4.2. Major Kannada newspapers (L, A, Ap) 4.3 Contributors and Personalities of English, Hindi and Kannada press (K, Ap) 4.4. Kannada radio and television channels (L, A) 4.5 Case study:	15hrs 4hrs/we ek	1. Watch documentaries on Kannada press 2. Study of famous journalist 3. Discuss about innovative ways in public relation. 4. Guest lecture by an eminent journalist	29%

	Famous Cartoonist in Kannada Journalism (K, L)			
16	END SEMESTER EXAMINATION			

7. EVALUATION PLAN

As per the GCU – Multi Assessment Provision (MAP)

8. TEACHING MATERIALS AND RESOURCES

8.1 Text and Main Documents

- Lecturer prepared material (i.e. comprehension quizzes, and exams)

8.2 Documents for further study:

- Keval J Kumar: Mass Communication in India
- Nadig Krishnamurthy, History of Indian Journalism, University of Mysore Press
- Stovall, J. G. (2015). Writing for the mass media.
- Barns, M. (1940). The Indian press: A history of the growth of public opinion in India. London: G. Allen & Unwin Ltd.

8.3 Magazines and Journals

- Media Watch
- Media and Society
- The Journal of Communication
- Journal of Communication Inquiry
- Public Opinion Quarterly

8.4. E-Learning:

Students have to browse the following web sites to enhance their knowledge :

- <https://www.jstor.org/stable/2645262>
- <https://journals.sagepub.com/doi/10.1177/1742766506066281>

- <https://www.tandfonline.com/doi/full/10.1080/00856400500189979?scroll=top&needAccess=true>
- <https://www.thehindu.com/2005/10/15/stories/2005101502451300.htm>

GARDEN CITY UNIVERSITY

SCHOOL OF MEDIA STUDIES

**COURSE TITLE: CURRENT AFFAIRS I
Semester III**

COURSE CODE: 03ABAJH18315

CREDITS: 04

1. GOAL

- To inculcate a habit of reading or viewing news.
- The make students understand what is news-worthiness.
- To help students to contribute news articles for Elan- Weekly Newspaper.

2. OBJECTIVES OF DEVELOPMENT

- Students will be taught how to keep themselves abreast of various news stories by regular media tracking.
- Students will find a good fit in the industry for placements and internships.
- Students will understand the role of media as the fourth pillar of democracy by analyzing the news.

3. COURSE MANAGEMENT

3.1 COURSE DESCRIPTION:

The course is offered to provide the apprise students about the current political, economics, socio-cultural and technological -national, international events in the world.

It aims to-

- Impart a critical perspective towards news gathering and reading.
- News analysis as journalists.

3.2 CREDIT HOURS

Instruction Hours: 60

4 DEVELOPMENT OF STUDENT'S LEARNING OUTCOMES:

- Understand how to analyze newspapers.
- Learn the habit of regular media tracking.
- Understand the role of media in democracy.

4.1 FRAMEWORK OF LEARNING OUTCOME WEIGHTAGE

Sub Unit KLAAp Assignment				
	K	L	A	Ap
UNIT I				
1.1	1	1	0	0
1.2	1	0	1	0
1.3	1	1	0	0
1.4	0	1	1	1

Total for UNIT I	3	3	2	1
UNIT II				
2.1	1	1	1	0
2.2	1	1	0	0
2.3	1	0	0	1
2.4	1	1	0	1
Total for UNIT II	4	3	1	2
UNIT III				
3.1	1	1	0	0
3.2	0	1	1	0
3.3	0	1	1	0
3.4	0	1	1	1
Total for UNIT III	1	4	3	1
UNIT IV				
4.1	1	1	1	0
4.2	0	1	1	0
4.3	0	1	1	1
4.4	0	1	0	1
Total for UNIT IV	1	4	3	2

Weightage Calculation											
UNIT	K	Weightage of "K" in the unit	L	Weightage of "L" in the unit	A	Weightage of "A" in the unit	Ap	Weightage of "Ap" in the unit	CDP (40)	UC (60)	TW (100)
	15% of 40		15% of 40		35% of 40		35% of 40				
	6		6		14		14				
1	3	2.0	3	1.3	2	3.1	1	2.3	9	15	24
2	4	2.7	3	1.3	1	1.6	2	4.7	10	15	25
3	1	0.7	4	1.7	3	4.7	1	2.3	9	15	24
4	1	0.7	4	1.7	3	4.7	2	4.7	12	15	27
	9		14		9		6		40		100

5 TEACHING METHODS:

- Practical Session on live projects
- Classroom discussion, case study and role play
- Research based assignments on contemporary topic
- Onsite student teaching
- Field visits
- Videos based classes
- Quizzes and Peer Review Discussions
- Guest Lectures
- Class Presentations and Seminars

6 TEACHING PLAN

Week	Topic	Hours	Teaching Methods	Weightage
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1-4	Unit 1 Political History of the World 1.1 World Wars(K, L) 1.2 Holocaust (K, A) 1.3 Newspaper analysis and Case study on Orson Welles Radio Broadcast – “War of the Worlds” (K, L) 1.4 Book review: The Diary of a Young Girl. (L, A, Ap)	15 Hours 4 Hours per week	Discussions and presentations by students on current affairs Reflection Notes on Holocaust, Fascism and World Politics	24%
5-8	Unit – 2 Human Rights Reporting 2.1 Human Rights and democracy (K, L, A) 2.2 Human Rights and communal riots (K, L) 2.3 Human Rights in territorial areas (K, Ap) 2.4 Case Study on Syrian Civil War.(K, L, Ap)	15 Hours 4 Hours per week	Film Screening- <i>Lives of Others</i> Discussion on the book- <i>Imagining India-Ideas of the New Century-</i> Nandan Nilekani	25%
8	Interim Assessment			
9-11	Unit – 3 Human Rights and Environment 3.1 Human Rights – women and children(K, L) 3.2 Human Rights and Environment – air and water pollution(L, A) 3.3 Human Rights and education(L, A) 3.4 Video analysis of Dr. Vandana Shiva’s human rights paradigm. (L, A, Ap)	15 Hours 4 Hours per week	Reading- Manufacturing Consent. Film Screening- <i>Zeigiest</i>	24%
12-15	Unit – 4 National Reporting 4.1 Parliamentary reporting. (K, L, A) 4.2 Entertainment, Art and Culture Journalism. (L, A) 4.3 Economy and Business reporting. (L,A,Ap) 4.4 Content analysis of Rajya Sabha TV and Lok Sabha TV for a week. (L,Ap)	15 Hours 4 Hours per week	InShorts app discussions Reading newspaper: The Hindu Note the difference I reporting style of NDTV, The Republic, WION, BBC and Al Jazeera	27%
16	End Semester Examination			

7. Evaluation Method:

As per the GCU – Multi Assessment Provision (MAP)

8 TEACHING MATERIALS AND RESOURCES

8.1. Text and Main Document

Reading material provided by the teacher (i.e., comprehension quizzes, exams)

8.2. Documents for further study

- Altheide D.L., Media Power, New Delhi: Sage Publications, 1985
- Anne Frank, The Diary of a Young Girl, 1947
- Draft Committee, Universal Declaration of Human Rights, 1948, France
- William L. Shirer, ‘The Rise and Fall of the Third Reich’, Simon & Schuster. 1960

8.3 Magazines and Journals

- Manorama Year Book
- Civil Services Times
- Competition Wizard

8.3 E-learning

Students must browse the following websites to enhance their knowledge :

- <http://shodhganga.inflibnet.ac.in/>
- <http://journals.sagepub.com/>
- <https://www.researchgate.net/>