

CORE COURSE – VIII - MEDIA RESEARCH

Objective:

To help students gain knowledge in research methodology and do projects of professional nature.

Unit – I

Nature and scope of communication Research, Areas of communication Research.

Unit – II

The research process, the logic of research – Induction and deduction, concepts, variables, hypothesis and theory.

Unit – III

Survey research method- sampling, designing questionnaires and interviews, Kinds of Surveys, Personal Interviews, Telephones, Telephones and Mail Survey. Public opinion Polls.

Unit - IV

Research in Electronic Media, programme rating method, Audience research, Newspaper readership survey, Market research methods.

Unit – V

Data analysis technique. Basic statistics. Graphics and Tabular presentation data. Content analysis, case studies and other qualitative research methods. Writing research report.

Books and Journals for Study and Reference:

1. Rice Rogers, Research methods and New media
2. Pauline, Scientific Social survey and research
3. Robert Rose, Research: An introduction
4. Thomas R.Linglog, Qualitative Communication Research Methods
5. Wimmer and Dominick, Mass Media Research
6. William Good, Paul K.Hat, Sociological Research Methods
7. Kurlinger, Social Effect: TV for development
8. K.D.Broota, Experimental Design in Behavioral Research