

**CORE COURSE – X - COMMUNICATION RESEARCH**

**Unit 1**

The scientific study of communication- science and scientists-communication as a field of research- presuppositions of research in communication

**Unit 2**

Image based research

**Unit 3**

Quantitative research- terms techniques of quantitative methods - hypothesis - protocols in quantitative research - testing the hypothesis.

**Unit 4**

Measurement strategies, research design, sampling design and techniques.

**Unit 5**

Descriptive statistics, multivariate analysis and report writing.

**References**

1. James A. Anderson, Communication Research, Falmer Press, London, 1998.
2. Roger D Wimmer & Joseph R. Dominick, Mass Media Research- An Introduction, Wads worth, New York, 1991.
3. Jon Prosser, Image Based Research, Falmer Press, London, 1998.
4. Klaus Krippendorff, Content Analysis, Sage, Newsbury Park, 1980
5. Susanna Hornig Priest, Doing Media Research, Sage, Newsbury Park, 1996.