

SEMESTER III

PCEML20 - COMMUNICATION RESEARCH METHODS

Year: II	Course Code: PCEML20	Title of the Course: Communication Research Methods	Course Type: Theory	Course Category: Core	H/W 5	Credits 4	Marks 100
Sem: III							

Course Objective:

To teach in detail the need for communication research and the techniques and process of research studies in the field of Media

Course Outcomes (CO)

The Learners will be able to

CO1: Explain the basic concepts of research and research process.

CO2: Assessing the concepts of qualitative and quantitative research.

CO3: Making an in-depth analysis on sampling methods and sampling techniques.

CO4: Analysing the various statistics methods and Analysis.

CO5: Acquiring the knowledge on research report writing and presentation.

CO	PSO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	M
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	M	H	H	H	H

(Low- L, Medium - M, High - H)

CO	PO					
	1	2	3	4	5	6
CO1	H	H	H	H	H	H
CO2	H	H	H	M	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	M	H	H
CO5	H	H	H	M	H	H

(Low- L, Medium - M, High - H)

Course Syllabus

Unit I: Basics of Research (15 hours)

- 1.1 Nature and Scope of Communication Research(K2, K3)
- 1.2 Research: a way of thinking (K3, K4)
- 1.3 Applications of Research–Definition of Research – Characteristics of Research (K2, K3, K4)
- 1.4 Types of Research – Paradigms of Research (K2, K3, K4)
- 1.5 Research Proposal (K4, K5, K6)
- 1.6 **Research Process (an eight step model) (K5, K6)**

Unit II: Content Analysis (15 hours)

- 2.1 Qualitative Research: Historical Analysis (K2, K3)
- 2.2 Ethno Methodological Research (K2, K3, K4)
- 2.3 Participant Observation – Interview and Depth interview – FGD (K2, K3, K4)
- 2.4 Content Analysis – Action Research – Case Study -Textual Analysis: Semiotic Analysis - Rhetorical Analysis – Ideological Criticism – Psycho Analytical Criticism, Online Research method (K3, K4, K5)
- 2.5 Issues in Audience Research (K2, K3, K4, K5)
- 2.6 SPSS Application-Social media as a Research Tool (K4, K5, K6)

Unit III: Sampling (15 hours)

- 3.1 Sampling Methods (K2, K3, K4)
- 3.2 Sampling Techniques (K3, K4, K5)
- 3.3 Probability Sampling - Non Probability Sampling (K2, K3, K4, K5)
- 3.4 Sample Size – Sample Error (K4, K5, K6)
- 3.5 Sample Frame (K3, K4)
- 3.6 Testing Hypothesis (K4, K5, K6)

Unit IV: Statistics and reliability (15 hours)

- 4.1 Primary Data – Secondary Data (K1, K2, K3)
- 4.2 Data Presentation (K2, K3, K4)
- 4.3 Levels of Measurement – Measurement Scales (K3, K4, K5)
- 4.4 Reliability and Validity Analysis – Measures of Central Tendency (K2, K3, K4, K5)
- 4.5 Dispersion, Measures of Variation – Measures of Skewness – Analysis of Variance – Chi Square Test (K4, K5, K6)
- 4.6 Data collection Software-Team Scope, Open data kid, Red cap (K5, K6)

Unit V: Thesis writing (15 hours)

- 5.1 Report Writing and Presentation (K3, K4, K5)
- 5.2 Types of Report: Informational, Analytical, persuasive (K4, K5)
- 5.3 Components of research thesis- Decision Oriented report – Survey Based Report – Algorithmic Research Report (K4, K5, K6)
- 5.4 A Research Report Format – MLA format –APA Style format (K4, K5, K6)
- 5.5 Typing Instructions (K4, K5)
- 5.6 Oral Presentation (K5, K6)

Practical Exposure:

Pilot Study Research (Should be done by the students on their desired topic) SPSS workshop.

Books for Study and Reference:

1. Johnny Saldana-The Coding Manual for qualitative Researchers-Sage publication-2009.
2. R. Panneer Selvam – Research Methodology, Prentice Hall, 2006.
3. Roger D. Wimmer, Joseph R Dominic – Mass Media Research: Process, Approaches and Applications, Cengage Learning, 2006.
4. Jean Folkerts, Stephen Lacy – An Introduction to Mass Communication: The Media in your Life, 3rd Edition, Pearson Education, 2004.
5. Anders Hansen, Simon Cottle, Ralph Negrine, Chris Newbold – Mass Communication Research Methods – Macmillan Press, 2004.
6. Roger D. Wimmer, Joseph R Dominic – Mass Media Research: An Introduction, Thomson Wadsworth, 2003.
7. Delbert C. Miller, Neil J. Salkind – Handbook of Research Design and Social Measurement, 6th Edition, Sage Publications, 2002.
8. Nick Stevenson – Understanding Media Cultures, 2nd Edition, Sage Publications, 2002
9. Arthur Asa Berger – Media and Communication Research Methods: Introduction to Qualitative and Quantitative Approaches, Sage Publications, 2000.
10. Ranjit Kumar – Research Methodology: a step by step guide for beginners, Sage Publications, 1999.