

M.Phil Journalism and Mass Communication

MPJMC 01

RESEARCH METHODS IN COMMUNICATION

UNIT I

Nature and scope of social science research, types of research, formulation of research problem, hypothesis, research procedures, elements of research, research ethics, nature and scope of communication research, literature review, communication variables, foot notes, end notes, bibliography,

UNIT II

Case study, survey, historical research, discourse analysis, semiotic analysis, ethnography, readership surveys; television audience measurement; television rating research, public opinion poll, pre-election and exit poll, action research, formative, process and summative research, data collection tools,

UNIT III

Field observations: focus groups, participant observation, intensive interviews; quantitative methods- content analysis, steps in content analysis, universe-sample-unit of analysis-constructing content categories, coding of contents, analysis and interpretation, reliability, validity, content analysis in print and electronic media, qualitative and quantitative methods of data collection,

UNIT IV

Descriptive and analytical survey, probability and non-probability samples, measurement and scaling, construction of questions, questionnaire design and question order, layout, design, research design and its types, basic experimental designs-pretest-post-test control group, post test-only control group, Solomon four group designs, factorial studies, quasi experimental designs, field experiments,

UNIT V

Statistics in research: descriptive and inferential statistics: SPSS and other related soft wares for analysis,

REFERENCES

1. Jason S.Wrech et al, Quantitative research methods for communication, Oxford University press, New Delhi, 2009
2. Roger D Wimmer, Joesph R.Dominick, Mass Media Research, Wards worth Publishing Company,2000
3. C R Kothari, Research Methodology, Methods & Techniques, Willy Eastern Ltd, New Delhi
4. Barrie Gunter, Media Research Methods: Measuring audiences, Reactions and impact, sage publications – New Delhi
5. Arthur Asa Berger, Media Research Techniques, Sage Publications, New Delhi.

UNIT I

Definition- nature and concept of development - old and new paradigm of development - Indian concept of development - characteristics of developing societies; gap between developed and developing societies,

UNIT II

Development communication - definition, origin - development of the concept of development communication - role of media in development communication - strategies in development communication - case studies and experience,

UNIT III

Indian development efforts - five year plans - first generation economic reforms - second-generation economic reforms - development communication efforts and effects,

UNIT IV

Development communication planning strategies and action plans - decentralization, panchayat raj institutions and communication, problems faced by governmental and non-governmental agencies in development communication - diffusion of innovation, models in agricultural communication - case studies of communication support to agriculture,

UNIT V

Writing development stories in areas like family welfare - health - education - environment and development, writing development messages for rural audience; specific requirements for writing development stories for media like newspapers, magazines radio and television,

REFERENCES

1. Communication for development in third world - Srinivas R. Melkata
2. India's information revolution - M. Rogers and Ana Aravind Singhlal.
3. Design and development message - Bella Modi.
4. Development commercial - Uma Navula.
5. Interdependent development - Naold Brookfield.

Media Research Techniques

Unit I

Basic principles of research, conceptualizing research, theory building, facts, concepts, constructs and definitions. Research Design, different steps in preparing a research design, Types of research design, Defining the research problem.

Unit II

Enunciating objectives of the study, Generating Research Questions, Review of literature, formation and types of hypothesis, testing of hypothesis, variables, selection of study type and methods.

Unit III

Experiments - Definition; advantages and limitations ; steps in conducting the case studies. Content analysis: Overview of content analysis, Methods of conducting content analyses. ethnographic studies.

Unit IV

Use of quantitative method in research, types and sources of data, data analysis for specific type of data, tabulation and graphical representation, central tendency, dispersion, correlation, regression, use of chi square.

Unit V

Data processing, Graphical processing, Use of web-2 tools for research, Use of excel, Use of SPSS, Use of graphical software, Use of multimedia tools. Structure of the thesis, Report writing and the writing of research papers. Presentation of research : Oral and Written.

References

1. Roger D Wimmer and Joseph R.Dominick, Mass Media Research, Wards Worth Publishing company,2000
2. Arthur Asa Berger, Media Research Techniques, Sage Publications, New Delhi
3. Bridget Somekh and Cathy Lewin, Research methods in the Social Sciences, Vistaar Publications, New Delhi, 2005
4. Kultar Singh, Quantitative Social Research Methods, Sage Publications, New Delhi,2007
5. Devendra Thakur, Research Methodology in Social Sciences, Deep and Deep Publications New Delhi,2009

