

Government Degree College (Autonomous) Baramulla

Semester: 8th

Major

Mass Communication and Multimedia Production

Communication Research

Course Code MCMC3822M

Credits: 6 (4 Theory + 2 Lab)

Contact Hours (64 Hours + 64 Hours)

Objectives

By the end of the course, students will:

1. *Understand the foundational concepts, scope, and significance of communication research.*
2. *Identify various research methods and tools relevant to mass communication studies.*
3. *Develop research questions, hypotheses and frameworks for conducting media research.*
4. *Acquire skills to conduct, analyze and present communication research effectively.*

Learning Outcomes

After successful completion, students will be able to:

1. *Distinguish between qualitative and quantitative research methods in communication.*
2. *Formulate and design a research problem and appropriate methodology.*
3. *Conduct basic content analysis, survey research or interviews in media studies.*
4. *Write a mini research report with proper referencing and methodology.*

Unit I: Introduction to Communication Research

- Definition, Nature and Scope of Communication Research
- Importance of Research in Mass Media and Journalism
- Types of Communication Research (Applied, Basic, Exploratory, Descriptive)
- Ethical Issues in Media Research, Plagiarism, Use of AI

Unit II: Research Process and Design

- Research Problem: Identification and Formulation
- Research Objectives and Hypothesis Formation
- Variables, Concepts and Operational Definitions
- Types of Research Design (Exploratory, Descriptive, Experimental, Longitudinal)

Unit III: Research Methods and Tools

- Quantitative Methods: Survey, Content Analysis, Experiments
- Qualitative Methods: Focus Groups, In-depth Interviews, Ethnography
- Sampling Techniques: Probability and Non-Probability Sampling, Sampling error
- Data Collection Tools: Questionnaire, Interview Schedule, Observation

Unit IV: Data Analysis and Research Writing

- Data Classification, Tabulation and Coding

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- Basics of Data Interpretation and Use of Statistical Tools
- Report Writing: Structure and Style
- Referencing Styles (APA/MLA)

Practicals (2 Credits)

- Media Survey Design: A short survey with 8–10 questions on media habits. Create a simple Google Form survey & share among classmates
- Discussion: Media ethics & consent in fieldwork
- Content Analysis Sheet: Table analyzing coverage of a media event across 2 newspapers.
- Research Critique Presentation: 3-minute class presentation of any research article.

Suggested Readings

- Wimmer, R.D. & Dominick, J.R. (2013). Mass Media Research: An Introduction. Cengage Learning.
- Berger, A. A. (2013). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches.
- Jensen, K.B. (2002). A Handbook of Media and Communication Research. Routledge.
- Neuman, W.L. (2014). Social Research Methods: Qualitative and Quantitative Approaches. Pearson.