RESEARCH METHODOLOGY

Total Lectures Required –25

Course Objectives:

It aims to conceive and execute research in an efficient manner.

Learning outcomes:

At the end of the course, the student will be able to-

- *Know about the research process*
- *Have knowledge about the scaling and measurement techniques used in the questionnaire*
- *Apply the statistical tools in the analysis of the research*

Module 1	Concept of Research and Research Process	5 Lectures
	TOPICS	
1	Meaning and definitions of Research, Relevance and significance of research. Why there is need to do research?	1
2	Types of Research	2
2	Process in research report writing and dissemination of research findings.	2
Module 2	Research Problem and Research Design	5 Lectures
	TOPICS	
1	Reviewing of Literature	1
2	Importance and steps in formulating a research problem	1
3	Formulation of research objectives	1
4	Identifying variables and formulating hypothesis	1
5	Nature and classification of research design	1
Module 3	Data Collection Methods	4 Lectures
	TOPICS	
1	Primary Data Collection Methods- Questionnaire, Schedule, Interview, Observation	2
2	Secondary Data Collection Methods- Journals, Government Reports, etc.	1
3	Selection of appropriate data collection method	1
Module 4	Scaling Techniques and Sampling Methods	4 Lectures
	TOPICS	
1	Measurement Techniques- Role of measurement in	1

	research, Types of measurement scales, Sources of error in measurement	
2	Classification of scales – Rating Scales – Attitude Scales – Likert scale	1
3	Sample and Population	1
4	Types of Sampling: Probability and Non-Probability Sampling techniques	1

Module 5	**Applications of Statistical Tools in Research**	**7 Lectures**
	TOPICS	
1	Measures of Central tendency and Dispersion	2
2	Correlation and regression	2
3	Simple statistical applications such as Z, t, F and ANOVA.	3

Text Book:
- Kumar, Ranjit (2013), *Research Methodology: A Step by Step guide for Beginners,* Sage Publications Ltd.

Reference Books:
- Goodde andHatte. *Methods in Social Research*, New York:McGraw –Hill, 1952
- Gopal, M. H. *An Introduction to Research Procedures in Social Sciences*, Bombay: Asia Publishing House, 1970
- Henn, Matt; Mark Weinstein and Nick Foard, *A Short Introduction to Social Research,* New Delhi :Vistaar Publications, 2006
- Krishnaswami, O.R. *Research Methodology in Social Sciences*, Delhi: Himalaya Publications, 2000
- Kumar, Renjith, *Research Methodology: A Step by Step Guide for Research*, Delhi: Pearson Education, 2009
- *MLA Style Sheet*, Latest Edition

Computer Applications

Total Lectures Required: 25

Course Objectives:

It aims to make scholars understand the basic concepts of Information Technology and its applications in their research.

Learning outcomes:

At the end of the course, the student will be able to-

- *Know the basic concepts of Information Technology and its application*
- *Apply the tools and techniques for the analysis of data and its interpretation*
- *Understand the use of INFLIBNET in the research*

UNIT I: COMPUTER FUNDAMENTALS   Lectures - 5

Introduction and need of Computers, Computer memory, computer generations, Basic computer organization; System software, Application software.

Operating system – DOS, Windows, UNIX, Linux. Basics of Windows, User Interface, File Management, File Transfer (ftp, WSftp). Difference between presentation and document. Application of computer for business and research

UNIT II: DATA COMMUNICATION AND NETWORKS   Lectures - 5

Data communication concepts, local area network, wide area network, internet, intranet, extranet, website. E-mail, search engines-enterprise E-communication and E-collaboration

UNIT III: USING INTERNET FOR RESEARCH   Lectures - 5

The Internet: Introduction, Use of Internet, major internet services. WORLD WIDE WEB, e-Mail, File Sharing, Blogging, Web Feeds, IP, DNS, ICANN. Downloading super tools for better computing Internet and the society, Use of E-Journals, Use of E-library, searching the keyword search engines, News and multimedia, governments, archives and statistics.

INFLIBNET - SOUL, UGC-Infonet, OJAS, SHODHGANGA, SHODHGANGOTRI, e-PG PATHSHALA.

UNIT IV: INTRODUCTION TO RESEARCH RELATED SOFTWARES   **Lectures - 5**

Introduction to Data analysis software-SPSS: Definition, objectives and features, data analysis using SPSS: Data entry creating variables, switching to data labels, data analysis: Frequencies, recording into different variables, cross tabulations and layers. Core calculation software, developing utility programs for research, Introduction to C programming. Other Data Analysis softwares - DataMelt, MATLAB, SCILAB, Maple.

UNIT V: TOOLS AND UTILITIES RELATED WITH RESEARCH   **Lectures - 5**

MS-Office and its application, Research publishing tool - Microsoft Word, Adobe Acrobat, Graphics tool - Microsoft Excel, Microsoft Power Point: Creating presentations and adding effects

Recommended Books:

1. P.K Sinha, Computer Fundamentals, BPB Publications, 1992.

2. Guy Hart-Davis, The ABCs of Microsoft Office 97 Professional edition, BPB Publications, 1998.

3. Karl Schwartz, Microsoft Windows 98 Training Guide, 1998.

COMMUNICATION AND MEDIA RESEARCH

Total Lectures Required: 50

Course Objectives:

The objective of this paper is to introduce communication and media research to the prospective research scholar of doctoral program in Journalism and Mass Communication. It also aspires to familiarize the scholars with the recent analytical turn in the field of media and mass communication research. It will enable research scholars to gain knowledge on the basic as well as advanced models and theories of communication. It will also facilitate research scholars to narrate various concepts and ideologies to their research work.

Learning Outcomes

At the end of this paper scholars will be able to

- Develop an understanding on the sources of knowledge and on the evolution, concept, context and approaches in media and communication research.
- Learn and understand different communication models and theories and its relevance and application to research.
- Develop an understanding on the areas of research in media and communication.
- Understand the steps and processes involved in media research.

Module 1	Introduction to Communication and Media Research	10 Lectures
	Topics	
1	Sources and Methods of Acquiring Knowledge	2
2	Perception, Inductive and Deductive Logics	1
3	Meaning and Concept of Media and Communication Research	1
4	Context in Communication Research	2
5	Social, Economic, Cultural, Technological and Political, Development of Mass Media Research	2
6	Evolution of Communication Research: Global Perspective; Communication Research in India	2

Module 2	Communication Theories and Models	10 Lectures
	Topics	
1	Theories in Communication: Normative Theories	1
2	Theories in Learning – perception, Persuasion, Attitude and Public Opinion formation and Change – Dissonance Effects of Mass Communication	2
3	Bullet Theory; Limited Effects Theory, Uses and Gratifications, Agenda Setting, Cultivation Theory; Diffusion of Innovations theory, Gerber	3
4	Jacobson New approaches to communication theory –Dominant Paradigm, The paradigm shift. Aristotle, Shannon and Weaver and	4

Lasswell's model, Braddock's model (1958), Schramm & Osgood's model (1954) Newcomb's model (1953) Berlo's model (1960) Dance's model (1967),Spiral of Silence model (1974), Convergence model (1981),	

Module 3	Areas of Research in Media and Communication	18 Lectures
	Topics	
1	Research in Print Media- Content, Readership and Coverage	3
2	Media Framing and Priming, Audience Research-Radio-Television-New Media	2
3	Socio-Political Impact of the Internet Production , Audience Uses of Media, Studying Media Use Among Different Social Groups, Media Socialization and Group Identity	3
4	Effects Research: News and Politics, Researching the Nature of News, Ideological Effects of the Media; Media and Violence, Media and Sexual Behaviour	3
5	Research on Television Ratings, Advertising Research, Public Relations Research	2
6	New Media Research	2
7	Research in Traditional Folk and Alternative Media	1
8	Ethical issues in media research	1
9	Media research as a tool of reporting	1

Module 4	Steps and Process in Media Research	12 Lectures
	Topics	
1	Study the situation	1
2	Identification of research problem, Setting research objectives, Formulation of hypothesis	2
3	Review of literature, deciding research design, Features of a good research design	3
4	data collection, data analysis, Finding results	3
5	Inference and outcomes, suggestion for further research	
6	Importance and significance of Reference and Bibliography in research	2
7	Ethical issues in research: Plagiarism	1

Books and References:
- R. John Bittner, Mass Communication, an Introduction, Theory and practice of mass media in society,Prentice Hall, 1989
- Jensen, Klaus Bruhn, A Handbook of Media and Communication Research:Qualitative and Quantitative Methodologies, London: Routledge, 2002
- Wimmer,& Dominick, Mass Media Research: An Introduction, US: Thomson Wordsworth,2011

- McQuarrie, Edward F. (2006). The Market Research Toolbox: A concise guide forbeginners, London: Sage, 2006
- Denis McQuail, Mass Communication Theory-An Introduction, Sage Publication, 2010
- Arthur Asa Berger, Essentials of Mass Communication Theory, Sage Publication Inc, 1995.
- Uma Narula, Dynamics of Mass Communication (Theory and practice), Atlantic Publisher, 2006.
- C.R Kothari, Research Methodology: Methods and Techniques, New Age International, 2004
- J.S Yadava, Communication Research : Some reflections, IIMC Mineo
- Ranjit Kumar, Research Methodology– A Step-by-Step Guide for Beginners, Pearson, 2005
- Gerard Guhrie, Basic Research Methods: An Entry to Social Science Research, SAGE, 2010
- Horning Priest Susanna - Doing Media Research, SAGE, 1996
- Arthur Asa Berger, Media and Communication Research Methods: An Introduction to Qualitativeand Quantitative Approaches, Sage Publications, 2000