

# Laboratory Manual

(Version 10.0)

*for*

**Media Research  
(BAJMC-303)  
BAJMC - IV<sup>th</sup> Semester**

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## List of Abbreviations

BTL	Bloom's Taxonomy Level
CE	Communication Efficacy
CICP	Conduct Investigations of Complex Computing Problems
CK	Computational Knowledge
CO	Course Outcome
DAC	Departmental Advisory Committee
DDS	Design and Development of Solutions
I&E	Innovation and Entrepreneurship
I&T	Individual & Team Work
IQAC	Internal Quality Assurance Cell
LLL	Life-Long Learning
MTU	Modern Tool Usage
PA	Problem Analysis
PE	Professional Ethics
PEO	Programme Educational Objective
PMF	Project Management and Finance
PO	Programme Outcome
SEC	Societal and Environmental Concern

## Declaration

Department : Department of Journalism & Mass  
Communication

Course, Year and the Semester to which Lab is offered : BAJMC - III Year, V Semester

Name of the Lab Course : Media Research Lab

Course Code : BAJMC -303

Version No. : 10.0

Name of Course/Lab Teacher(s) : Dr. Sheel Nidhi Tripathi

Laboratory Manual Committee : 1. Dr. Sheel Nidhi Tripathi, Concerned Subject Teacher, Convener

Approved by : DAC Date: ??/??/2023

Approved by : IQAC Date: ??/??/2023

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**Signature**  
(Course Teacher)

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**Signature**  
(Head of Department)

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**Signature**  
(IQAC Coordinator)

# 1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication to produce quality professionals for continuously evolving media industry.

## 2. Mission of the Department

- M<sub>1</sub>** To produce quality professionals as per global industry standards in the field of journalism & mass communication.
- M<sub>2</sub>** To foster technical & entrepreneurial skills and innovation & research capabilities for all-round development of budding professionals.
- M<sub>3</sub>** To promote analytical and collaborative life-long learning skills amongst students and faculty members.
- M<sub>4</sub>** To inculcate strong ethical values and professional behaviour while giving equal emphasis to social commitments and nation building.

## 3. Programme Educational Objectives (PEOs)

The PEOs for the MCA programme are as follows:

- PEO<sub>1</sub>** Exhibit professional, social, and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry
- PEO<sub>2</sub>** Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world.
- PEO<sub>3</sub>** Act as a catalyst and inspire (change agent) for people-centric societal empowerment.
- PEO<sub>4</sub>** Facilitate transparency and strengthen democracy as its fourth pillar.

## 4. Programme Outcomes (POs)

### PO<sub>1</sub> Computational Knowledge (CK)

Demonstrate competencies in fundamentals of computing, computing specialisation, mathematics, and domain knowledge suitable for the computing specialisation to the abstraction and conceptualisation of computing models from defined problems and requirements.

### PO<sub>2</sub> Problem Analysis (PA)

Identify, formulate, and analyze complex real-life problems in order to arrive at computationally viable conclusions using fundamentals of mathematics, computer sciences, management and relevant domain disciplines.

### PO<sub>3</sub> Design and Development of Solutions (DDS)

Design efficient solutions for complex, real-world problems to design systems, components or processes that meet the specifications with suitable consideration to public health, and safety, cultural, societal, and environmental considerations.

### PO<sub>4</sub> Conduct Investigations of Complex Computing Problems (CICP)

Ability to research, analyze and investigate complex computing problems through design of experiments, analysis and interpretation of data, and synthesis of the information to arrive at valid conclusions.

### PO<sub>5</sub> Modern Tool Usage (MTU)

Create, select, adapt and apply appropriate technologies and tools to a wide range of computational activities while understanding their limitations.

### PO<sub>6</sub> Professional Ethics (PE)

Ability to perform professional practices in an ethical way, keeping in mind cyber regulations & laws, responsibilities, and norms of professional computing practices.

**PO<sub>7</sub> Life-Long Learning (LLL)**

Ability to engage in independent learning for continuous self-development as a computing professional.

**PO<sub>8</sub> Project Management and Finance (PMF)**

Ability to apply knowledge and understanding of the computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects in multidisciplinary environments.

**PO<sub>9</sub> Communication Efficacy (CE)**

Ability to effectively communicate with the technical community, and with society at large, about complex computing activities by being able to understand and write effective reports, design documentation, make effective presentations, with the capability of giving and taking clear instructions.

## 5. Institutional Policy for Students' Conduct

The following guidelines shall be followed:-

- 5.1 All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.
- 5.2 Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students are expected to complete this assignment within a week time, as the same shall be assessed through a lab. test.
- 5.3 Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C, .....). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed format, as given in Appendix-A. All the students should get the weekly assignment checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems are Advanced Problems and shall be optional. Student may solve these advanced problems for their further practice.
- 5.4 Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories and examination halls.
- 5.5 Laptop-size computers/Tablets may be used in lectures for the purpose of taking notes or working on team-projects.
- 5.6 The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis through



overall performances in regular lab. tests, both announced and surprise and viva-voce.

- 5.7 The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), atleast two weeks prior to the actual exam. It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.
- 5.8 The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.
- 5.9 Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination. All the students shall also appear for viva-voce examination during the exam.
- 5.10 Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

## 6. Learning Outcomes of Laboratory Work

The student shall demonstrate the ability to:

- Verify and Implement the concepts and theory learnt in class.
- Code and use Software Tools to solve problems and present their optimal solutions.
- Apply numerical/statistical formulas for solving problems/questions.
- Develop and apply critical thinking skills.
- Design and present Lab as well as project reports.

- ☑ Apply appropriate methods for the analysis of raw data.
- ☑ Perform logical troubleshooting as and when required.
- ☑ Work effectively as a member of a team in varying roles as need be.
- ☑ Communicate effectively, both oral and written.
- ☑ Cultivate ethics, social empathy, creativity and entrepreneurial mindset.

## 7. Course/Lab Outcomes (COs)

- CO<sub>1</sub> Identify a media research topic. (BTL3)
- CO<sub>2</sub> Design a proposal for a research problem. (BTL6)
- CO<sub>3</sub> Summarize a report using data collection tools. (BTL5)
- CO<sub>4</sub> Prepare a detailed report for media research. (BTL6)

## 8. Mapping of CO's with PO's

Table 1: Mapping of CO's with PO's

PO/CO	PO <sub>1</sub>	PO <sub>2</sub>	PO <sub>3</sub>	PO <sub>4</sub>	PO <sub>5</sub>	PO <sub>6</sub>	PO <sub>7</sub>	PO <sub>8</sub>	PO <sub>9</sub>
CO <sub>1</sub>	3	2	2	2	3		3	2	
CO <sub>2</sub>	3	3	3	3	3	2	3	3	2
CO <sub>3</sub>	3	3	3	1	2	2	3	3	2
CO <sub>4</sub>	3	3	3	2	3	2	3	3	2

## 9. Course/Lab Description

- Course (Lab) Title : Media Research Lab.
- Course (Lab) Code : BAJMC-301
- Credits : 02

**Pre-requisites** : Basics of Communication, Models & Theories, Statistics

**Academic Session** : August to January

**Contact Hours/Week** : 02 (01 Lab of 02 Hours/Week)

**Internal Assessment** : 40 Marks

**External Assessment** : 60 Marks

## 10. Grading Policy

Item	Points	Marks	Remarks
Weekly Lab Assignments including Practical Files	10	10	Closed Book/Open Book
Internal End-Term Practical Examination	20	10	Closed Book
Viva-Voce	10	10	Closed Book
Project	10	10	Innovative Applications of Programming
External End-Term Examinations	60	60	Closed Book (conducted and evaluated by the University)
<b>Total</b>		<b>100</b>	

## 11. Lesson Plan

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.	1.	Selection of a research topic	
	2.	Write Research Proposal/ Abstract/ Synopsis	
2.	3.	Introduction to the topic	
	4.	Formulate the research problem	
3.	5.	Significance of the study	
	6.	Set the objectives and hypothesis of the research	
4.	7.	Review of literature	
	8.	Application of methods and tools for data collection	
5.	9.	Data tabulation and analysis	
	10.	Write a research report and draw a conclusion on the research conducted	
6.	11.	Write bibliography and references according to APA style format	
	12.	Write bibliography and references according to APA style format	
7.	13.		
	14.		

## 12. Assignments

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
8.		Discussion on importance and ways of Conducting a Print, audio, video and online ad programmes.  Creating an understanding of Media Research	<b>Assignment A</b>
	15.	Conduct a Pre-test/Evaluate a print, audio, video and online ad programme	AP <sub>1</sub>
	16.	Choose a print ad from a magazine or newspaper, and evaluate its effectiveness based on various criteria such as message clarity, visual appeal, and target audience engagement. How could you improve the ad to make it more impactful and persuasive?	AAQ <sub>1</sub>
	17.	Select an audio advertisement from a radio or podcast platform, and conduct a pre-test evaluation to assess its ability to convey the intended message and create a memorable impact on the listeners. What elements of the ad contribute to its success, and are there any aspects that could be enhanced to better resonate with the audience?	AAQ <sub>2</sub>
	18.	Analyze a video ad from a television commercial or online platform, and perform a comprehensive evaluation of its storytelling, emotional appeal, and brand representation. How might you measure the ad's effectiveness in generating brand awareness and driving consumer behavior?	AAQ <sub>3</sub>
	19.	Evaluate an online ad campaign, such as a banner ad or social media promotion, to gauge its effectiveness in reaching the target audience and driving online engagement. What metrics and tools would you use to measure the success of the campaign, and what strategies could be implemented to optimize its performance?	AAQ <sub>4</sub>
9.		Using any of the research techniques the student will	<b>Assignment B</b>

<b>Week No.</b>	<b>Lab No.</b>	<b>Topics/Concepts to be Covered</b>	<b>Reference of Lab Manual</b>
		conduct media research culminating into hard and soft copies of the report.	
		A media research will have to be conducted by the student who will prepare the report based on the following steps:	BP <sub>1</sub>
		Selection of a research topic	BP1.1
		Write Research Proposal/ Abstract/ Synopsis	BP 1.2
		Introduction to the topic	BP 1.3
		Formulate the research problem	BP 1.4
		Significance of the study	BP 1.5
		Set the objectives and hypothesis of the research	BP 1.6
		Review of literature	BP 1.7
		Application of methods and tools for data collection	BP 1.B
		Data tabulation and analysis	BP 1.9
		Write a research report and draw a conclusion on the research conducted	BP 1.10

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
		Write bibliography and references according to APA style format	BP 1.11

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