



**BHARATI VIDYAPEETH'S**  
**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**  
 (Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi)  
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## Lesson Plan Version 10.0

### Course: BA (JMC) 303 – MEDIA RESEARCH

<b>Course: BA (JMC) 303 – MEDIA RESEARCH</b>		
<b>BA (JMC) 4<sup>th</sup> Semester</b>	<b>No. of Theory Hours per Week: 04</b>	<b>No. of Practical Hours per Week: 0</b>

#### Course Outcome (CO):

<b>COs for Theory (BA (JMC) 303):</b>	
CO1	Explain concepts of media research. (BTL4)
CO2	Appraise emerging media strategies by applying various media research methodologies. (BTL3)
CO3	Elaborate research design and data collection tools. (BTL6)
CO4	Discuss the steps of data analysis and report writing. (BTL6)
<b>COs for Practical (BA (JMC) 353):</b>	
CO1	Identify a media research topic. (BTL3)
CO2	Design a proposal for a research problem. (BTL6)
CO3	Summarize a report using data collection tools. (BTL5)
CO4	Prepare a detailed report for media research. (BTL6)

#### Recommended Books:

<b>Books</b>	<b>S. N.</b>	<b>Details of the Books</b>
<b>Text Books</b>	1.	C.R. Kothari, Research Methodology: Methods and Techniques, Vishwa Parkashan, New Delhi.
	2.	S.R. Sharma & Anil Chaturvedi, Research in Mass Media, Radha Publications, New Delhi.
	3.	G.R. Basotia & K.K. Sharma, Research Methodology, Mangal Deep Publications.
<b>Reference Books</b>	1.	Dr. S. Munjal, Research Methodology, Raj Publishing House, Jaipur
	2.	Sadhu Singh, Research Methodology in Social Science, Himalaya Publishing House, Mumbai

<b>Lecture No.</b>	<b>Topics / Concepts to be Covered</b>	<b>Reference of the Book and its Chapter</b>
	<b>UNIT – I</b>	
1.	Research: Meaning and Definition	C.R. Kothari {Ch.1}
2.	Research: Meaning and Definition	C.R. Kothari {Ch.1}
3.	Objectives of Research	C.R. Kothari {Ch.1}
4.	Criteria of Good Research	C.R. Kothari {Ch.1}
5.	Types of Research	C.R. Kothari {Ch.2}
6.	Types of Research	C.R. Kothari {Ch.2}
7.	Approaches to Research: Qualitative and Quantitative	C.R. Kothari {Ch.2}

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
8.	Approaches to Research: Qualitative and Quantitative	C.R. Kothari {Ch.2}
9.	Media Research: Meaning and Scope`	C.R. Kothari {Ch.2}
10.	Media Research: Meaning and Scope	C.R. Kothari {Ch.2}
11.	Revision	
<b>UNIT – II</b>		
12.	Survey in Media Research	S.R. & Anil C {Ch.4}
13.	Survey in Media Research	S.R. & Anil C {Ch.4}
14.	Survey, Public Opinion Surveys, TRPs, TeleWeb Survey	S.R. & Anil C {Ch.4}
15.	Survey, Public Opinion Surveys, TRPs, TeleWeb Survey	S.R. & Anil C {Ch.4}
16.	Readership Survey & IRS	S.R. & Anil C {Ch.5}
17.	Readership Survey & IRS	S.R. & Anil C {Ch.5}
18.	Election Related Survey: Opinion Poll and Exit Poll	S.R. & Anil C {Ch.5}
19.	Election Related Survey: Opinion Poll and Exit Poll	S.R. & Anil C {Ch.6}
20.	Media Research Agencies: BARC, ABC, MAP, RAM	S.R. & Anil C {Ch.8}
21.	Media Research Agencies: BARC, ABC, MAP, RAM	S.R. & Anil C {Ch.8}
22.	Revision	
<b>UNIT – III</b>		
23.	Research Design: Meaning and different Types	C.R. Kothari {Ch.6}
24.	Research Design: Meaning and different Types	C.R. Kothari {Ch.6}
25.	Hypotheses /Research Questions	C.R. Kothari {Ch.5}
26.	Hypotheses /Research Questions	C.R. Kothari {Ch.5}
27.	Research Methods: Survey	C.R. Kothari {Ch.5}
28.	Research Methods: Survey	C.R. Kothari {Ch.5}
29.	Content Analysis	C.R. Kothari {Ch.7}
30.	Content Analysis	C.R. Kothari {Ch.7}
31.	Case Study	C.R. Kothari {Ch.7}
32.	Sampling & Selecting a sample, Types of sampling: Probability and Non- Probability	C.R. Kothari {Ch.5}
33.	Sampling & Selecting a sample, Types of sampling: Probability and Non- Probability	C.R. Kothari {Ch.5}
34.	Data Collection Tools: Primary and Secondary, Observation, Interview, Questionnaire/ Schedule, FGD	C.R. Kothari {Ch.5}
35.	Data Collection Tools: Primary and Secondary, Observation, Interview, Questionnaire/ Schedule, FGD	C.R. Kothari {Ch.10}
36.	Revision	C.R. Kothari {Ch.10}
<b>UNIT – IV</b>		
37.	Processing of Data: Editing, Coding, Classification, Tabulation	C.R. Kothari {Ch.10}
38.	Processing of Data: Editing, Coding, Classification, Tabulation	C.R. Kothari {Ch.10}
39.	Measures of Central Tendency: Mean, Median and Mode	C.R. Kothari {Ch.11}
40.	Measures of Central Tendency: Mean, Median and Mode	C.R. Kothari {Ch.11}
41.	Analysis and Interpretation of Data	C.R. Kothari {Ch.11}
42.	Analysis and Interpretation of Data	C.R. Kothari {Ch.11}
43.	Report Writing/ Abstract/ Proposal/ Synopsis	C.R. Kothari {Ch.12}
44.	Report Writing/ Abstract/ Proposal/ Synopsis	C.R. Kothari {Ch.12}

Lecture No.	Topics / Concepts to be Covered	Reference of the Book and its Chapter
45.	Revision	
46.	Revision Unit 1	
47.	Revision Unit 2	
48.	Revision Unit 3	
49.	Revision Unit 4	
50.	Discussion	

### Testing Schedule:

Nature of Test	August	September	October	November
<b>Surprise Test (ST)</b>	ST in any of the Weeks	-	-	-
<b>Mid Term Test (MT)</b>	-	MT in 2nd / 3 <sup>rd</sup> Week	-	-
<b>Class Test (CT)</b>	-	-	CT in any of the Weeks	-
<b>Supplementary Test (Sp.T)</b>	-	-	-	Sp. T in 1 <sup>st</sup> week
<b>Assignment Submission Schedule</b>	<b>Assignment-1</b> is to be submitted One Week after completion of Unit-1 and Unit-2. <b>Assignment-2</b> is to be submitted One Week after completion of Unit-3. <b>Assignment-3</b> is to be submitted One Week after completion of Unit-4.			

### Suggested Topics for Presentation:

1. Understanding Research: Foundations and Objectives
2. Essential Criteria for Conducting Good Research
3. Exploring the Diverse Types of Research
4. Unveiling the Scope of Media Research
5. Survey Methodologies in Media Research: Techniques and Applications
6. Election Related Surveys: Opinion Polls vs. Exit Polls
7. Media Research Agencies: Roles, Functions, and Contributions
8. Formulating Hypotheses and Research Questions: A Strategic Approach
9. Analyzing Media Content: The Art and Science of Content Analysis
10. Case Study Research: Applications in Media Studies

### Suggested Topics for Group Discussion:

S. No.	Suggested Topics for Group Discussion
1.	The Role of Academic Institutions in Advancing Media Research: Collaboration and Knowledge Exchange
2.	Media Research in the Age of Misinformation: Strategies for Ensuring Accuracy and Integrity
3.	The Influence of Media Research on Advertising Strategies and Campaigns.

S. No.	Suggested Topics for Group Discussion
4.	The Role of Case Studies in Understanding Media Dynamics: Insights and Limitations
5.	Sampling Techniques in Media Research: Ensuring Representativeness and Validity
6.	The Influence of Media Research on Advertising Strategies and Campaigns
7.	The Future of Media Research: Predicting Trends and Challenges Ahead
8.	The Impact of Media Research on Audience Understanding and Engagement
9.	Ethical Considerations in Conducting Media Research: Balancing Objectivity and Bias
10.	The Role of Research in Shaping Media Narratives: Challenges and Opportunities

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.		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>
	1.	Conduct a Pre-test/Evaluate a print, audio, video and online ad programme	AP <sub>1</sub>
	2.	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>
	3.	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>
	4.	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>
	5.	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	AAQ <sub>4</sub>

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
		performance?	
2.		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 .	<b>Assignment B</b>
	6.	<p><i>Using any of the research technique the student will 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:</i></p> <ol style="list-style-type: none"> <li>Selection of a research topic</li> <li>Write Research Proposal/ Abstract/ Synopsis</li> <li>Introduction to the topic</li> <li>Formulate the research problem</li> <li>Significance of the study</li> <li>Set the objectives and hypothesis of the research</li> <li>Review of literature</li> <li>Application of methods and tools for data collection</li> <li>Data tabulation and analysis</li> <li>Write a research report and draw a conclusion on the research conducted</li> <li>Write bibliography and references according to APA style format.</li> </ol>	BP <sub>1</sub>
	7.	Reflect on the overall process of conducting media research and creating the final report. What were the most significant challenges you faced, and how did you overcome them? Discuss the key insights you gained from the research experience and how it has influenced your understanding of media's role in society.	BP <sub>2</sub>
	8.	Discuss the ways of selecting a research topic?	BAQ <sub>1</sub>
	9.	What should be included in the introduction to a research topic.	BAQ <sub>2</sub>
	10.	How do you formulate a research problem for a study?	BAQ <sub>3</sub>
	11.	Write the objectives and hypothesis of research project	BAQ <sub>4</sub>
	12.	Write Literature Review not less than 50	BAQ <sub>5</sub>
	13.	Describe the methods and tools appropriate for data collection in research?	BAQ <sub>6</sub>
	14.	Draw conclusions based on the conducted research	BAQ <sub>7</sub>
	15.	Format a bibliography and references page according to APA style?	BAQ <sub>8</sub>