

MEDIA RESEARCH

COURSE CODE: BA (JMC) 303	L: 4	T/P:0	CREDITS: 4
External Evaluation: 75 Marks	Internal Evaluation: 25		Total Marks: 100

Objectives of the Course

On completion of this course, the student should be able to:

1. define Media Research
2. explain the process of Media Research
3. describe the Research methodology for Media
4. describe the steps involved in report writing issue

Course Outcomes:

1. Student will be able to explain concepts of media research.
2. Students will be able to appraise emerging media strategies by applying various media research methodologies.
3. Students will be able to elaborate research design and data collection tools..
4. Students will be able to discuss the steps of data analysis and report writing

Unit I: [Introduction to Research]

L: 12

1. Research: Meaning, Definition and Objectives
2. Types of Research
3. Approaches to Research: Qualitative and Quantitative
4. Media Research: Meaning and Scope

Unit II: [Survey in Media Research]

L: 12

1. Survey, Public Opinion Surveys, TRPs, TeleWeb Survey
2. Readership Survey & IRS
3. Election Related Survey: Opinion Poll and Exit Poll
4. Media Research Agencies: BARC, ABC, MAP, RAM

Unit III: [Research Design]

L: 12

1. Research Design: Meaning and different Types, Hypotheses /Research Questions
2. Research Methods: Survey, Content Analysis and Case Study
3. Sampling & Selecting a sample, Types of sampling: Probability and Non- Probability
4. Data Collection Tools: Primary and Secondary, Observation, Interview, Questionnaire/ Schedule, FGD

Unit IV: [Data Analysis and Report Writing]

L: 12

1. Processing of Data: Editing, Coding, Classification, Tabulation
2. Measures of Central Tendency: Mean, Median and Mode
3. Analysis and Interpretation of Data
4. Report Writing/ Abstract/ Proposal/ Synopsis

Suggested Readings & E-resources:

1. Bertrand, I., & Hughes, P. (2005). Media Research Methods: Audiences, Institutions, Texts. New York: Palgrave Macmillan.
2. Guthrie, G. (2012). Basic Research Methods: An entry to Social Science Research. Los Angeles: Sage Publications
3. Kothari, C. R. (2004). Research Methodology: Methods and Techniques. New Delhi: New Age International (P).
4. Wimmer, R. D., & Dominick, J. R. (2014). Mass Media Research an Introduction. Andover : Wadsworth,

Cengage Learning.

5. [www.cles.org.uk/Research Methods Handbook](http://www.cles.org.uk/Research%20Methods%20Handbook)

6. [www.isites.harvard.edu/ Research Methods](http://www.isites.harvard.edu/Research%20Methods)

Suggested Readings:

1. Gupta, V. S. (2004). *Communication & Development*. New Delhi, India: Concept Pub.

2. Jethwaney, J. N. (2016). *Social Sector Communication in India: Concepts, Practices, and Case Studies*: New Delhi: Sage

Publications.

3. Joshi, U. (2001). *Understanding Development Communication*. New Delhi: Dominant and Distributors.

4. Melkote, S. R. (2001). *Communication for Development in the Third World: Theory and practice*. New Delhi: Sage

Publications.

5. Narula, U. (2007). *Development Communication: Theory and Practice*. New Delhi: Har-Anand Publications.

6. Nair, K. S., & Smith, S. A. (1993). *Perspectives on Development Communication*. New Delhi: Sage Publication's.

7. Sood, R. (2014) *Message Design for Development Communication*. New Delhi: S. Kapoor & Sons.

8. Sharma, R. (2012). *Breakout Nations: In Pursuit of the Next Economic Miracles*. New York: W.W. Norton &.