

SEMESTER V

PAPER 14 – MEDIA AND COMMUNICATION RESEARCH

Rationale: This Paper will introduce the students to the main methods of Communication Research. It is based on concepts that they are familiarised in the previous semesters such as Basics to Communication, Media and Cultural Studies. It will enable students to learn about qualitative and quantitative methods, exploring the different stages of social science research process from a definition of a research hypothesis to data collection and analysis. It will also look at different theoretical reasoning behind methodological approaches to media and society. This will also train them to conduct research for their dissertation. They should be trained to handle detailed procedures and executable techniques of selected research methods such as survey research, experimental design, in-depth/focus group interviews, content analysis, ethnographic field research and textual analysis.

Background: With the growing complexity of social life and the challenges of modern societies, research in disciplines dealing with various aspects of social life have become imperative. This course is an attempt to emulate comprehensive and critical exposition of the varied techniques employed in social research and the methodological bases underlying them.

Objectives and Expectation: The student is expected to get equipped with complex and sophisticated approaches to media research and learn quantitative and qualitative methods and apply them to media research. The goal is to provide the student with tools they need to use mass media research in the professional world through simplified explanations of goals, procedures and uses of information in mass media research

Teaching Style: The lectures will be armed with power point presentations and social science researchers will be invited to make understand different research situations and the problems associated with it.

Tools and techniques: The tools and techniques for teaching this module is lectures, power point presentations, special lectures by researchers and social scientists.

Unit I – Introduction to Research 12 Lectures

Definition, Role, Function, Basic and Applied Research, Scientific Approach, Role of theory in research, Steps of Research (Research question, Hypothesis, Review of Literature....)

Unit II – Methods of Media Research

20 Lectures

Qualitative- Quantitative Technique, Content Analysis, Survey Method, Observation Methods, Experimental Studies, Case Studies, Narrative Analysis; Historical Methods.

Unit III – Sampling

12 Lectures

Need for Sampling, Sampling Methods, Representativeness of the Samples,
Sampling

Tools of data collection: Primary and Secondary data- Questionnaire, Focus Groups,
Telephone, Surveys, Online Polls, Published work.

Data Analysis Techniques; Coding and Tabulation,
Non-Statistical Methods (Descriptive and Historical)

Unit IV Ethnographies and other Methods

12 Lectures

Readership and Audience Surveys; Ethnographies;
Ethical perspectives of mass media research;
Working with Archives; Library Research;
Working with Internet as a source; Writing Citations, Bibliography

Suggestive Projects:

- Writing the research question for various research problems.
- Applying the appropriate sampling technique to diverse sets populations
- Presentation on techniques of writing hypotheses and objectives
- Conducting a pilot survey
- Doing a content analysis presentation on any content in newspapers.
- Presentation on identifying the tools of data gathering
- Presentation on observation and participatory methods
- Presentation on writing close ended and open ended questionnaires

Suggestive Resources and Documentaries:

Various libraries equipped with mass communication and journalism journals- media asia, communicator, journalism and mass communication quarterly, Columbia journalism review, human communication research, Journal of communication, critical studies in mass communication, Journal of broadcasting and electronic media, Journal of Advertising research, Journal of Consumer research, Public opinion Quarterly.

Suggested Readings:

- Wimmer, Roger, D and Dominick, Joseph, R. *Mass Media Research*, Thomson Wadsworth, 2006, pgs1-60; 65-81;83-98.
- Arthur Asa Berger. *Media Research Techniques*, Sage Publications, 1998.
- John Fiske. *Introduction to Communication Studies*, Routledge Publications,1982.
- David Croteau and William Hoynes. *Media/Society: Industries, Images and Audiences*, Forge Press (For Case Studies) Amazon,2002.
- Kothari, C.R. *Research Methodology: Methods and Techniques*, New Age International Ltd. Publishers, 2004, pgs1-55; pgs95-120.