

Mass Media Research

Objectives:

- **To introduce students to debates in Research approaches and equip them with tools to carry on research**
- **To understand the scope and techniques of media research, their utility and limitations**

SL.No	Particulars	Sessions
1.	Relevance, Scope of Mass Media Research and Role of research in the media	3
2.	Steps involved in the Research Process	3
3.	Qualitative and Quantitative Research	3
4.	Discovery of research problem, identifying dependent and independent variables, developing hypothesis.	6
5.	Concept, types and uses of Research Designs: <ol style="list-style-type: none"> a. Exploratory b. Descriptive and c. Causal. 	3
6.	Data – Collection Methodology : <ol style="list-style-type: none"> a. Primary Data – Collection Methods <ol style="list-style-type: none"> i. Depth interviews ii. Focus group iii. Surveys iv. Observations v. Experimentations b. Secondary Data Collection Methods c. Literature review 	6
7.	Designing Questionnaire and measurement techniques: <ol style="list-style-type: none"> a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales 	6
8.	Sampling process	6
9.	Data Tabulation and Research report format	3
10.	Application of research in mass media	3
11.	Introduction to Semiology <ol style="list-style-type: none"> a. The semiotic approach to the construction of meaning b. Barthes Primary level and secondary level signification. c. Semiotic analysis 	6
12.	Content Analysis: <ol style="list-style-type: none"> a. Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis 	6

Reference Books:

1. Kothari; Research Methodology; Wiley Eastern Ltd.
2. Dixon, Bouma, Atkinson; A Handbook of Social Science Research; OUP
3. Reffe, Daniel; Lacy, Stephen and Fico, Frederick; Analyzing Media Message; (1998); Lawrence Erlbaum Associates
4. Gunter, Brrie; Media Research Methods; (2000); Sage
5. Wimmer and Dominick; Mass Media Research
6. De Fleur; Milestones in Mass Communication Research

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