

**Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore**  
**Shri Vaishnav Institute of Journalism and Mass Communication**  
**Choice Based Credit System (CBCS) in light of NEP -2020**  
**MA (Journalism and Mass Communication)**  
**Semester III (2021-2023)**

**MA JMC**  
**SVIJMC**  
**3<sup>rd</sup> Sem**

**Generic Elective**  
**Subjects**

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**MA (Journalism and Mass Communication)**  
**Semester III (2021-2023)**

**GPJMC101**  
**Introduction to Media Research**

Course Code	Category	Course Name	TEACHING & EVALUATION SCHEME					L	T	P	CREDITS
			THEORY			PRACTICAL					
			End Sem University Exam	Two Term Exam	Teacher's Assessment	End Sem University Exam	Teacher's Assessment				
<b>GPJMC 101</b>	<b>GE</b>	<b>Introduction to Media Research</b>	<b>60</b>	<b>20</b>	<b>20</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit;

\***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

**Course Educational Objectives (CEOs):**

The student will be able:

**CEO 1** – To develop in depth understanding of the concept, scope and significance of media research.

**CEO 2** – To provide knowledge on methodological concepts of media and communication research.

**CEO 3** – To develop capability for conducting research in media industry.

**CEO 4** – To introduce and enhance understanding about tool, techniques and methods of media research.

To familiarize students with media studies by affording them an exposure to contemporary media and provide an opportunity to pursue their areas of interest.

**Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes:

**CO 1** – Students will be able to demonstrate research skills.

**CO 2** – Students will be able to enhance the knowledge of research approach, methods, tools and reports.

**CO 3** – Students will be competent to conduct research in media industry.

**CO 4** – Students will be able to demonstrate thorough understanding of application of research in media industry.

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**Joint Registrar**

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**Course Content:**

**Unit I - Introduction to mass communication research**

- Meaning Concepts and definitions of research
- Characteristics of research
- Research Ethics
- Types of research
- Steps of research
- Problem identification and formulation

**Unit II - Basic elements of research**

- Variables
- Hypothesis and its types, characteristic of good hypothesis
- Research design

**Unit III – Research methodology**

- Sampling in communication research
- NOIR
- Types of data– Primary and Secondary
- Tools of data collection
- Techniques of data collection

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**Unit IV - Statistics in communication research**

- Basic statistical tools: Mean, median and mode
- Standard Deviation
- Correlation, T-Test
- Diagrammatic Representation
- Software for Data Analysis; SPSS, Excel

**Unit V – Report Writing**

- Data processing, analysis, presentation
- Interpretation of data
- Writing research report – components and style
- Bibliography, referencing, citation

**Suggested Readings**

1. Gunter, B. (2000). *Media Research Methods*. London: Sage Publications .
2. Kothari, C. R. (1985). *Research Methodology: Methods and Technique*. New Delhi : New Age Publication Ltd.
3. Kumar, R. (2014). *Research Methodology: A Step to Step guide for beginners*. U K : Sage Publications.
4. Mukul Gupta, D. G. (2011). *Research Methodology* . New Delhi : PHI Learning Private Limited.

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