

Year of Introduction: **2021**

Course Description:

The course introduces the language of research, ethical principles and challenges, and the elements of the research process within quantitative, qualitative, and mixed methods approaches.

By using these theoretical underpinnings to begin to critically review literature relevant to their field or interests and determine how research findings are useful in forming their understanding of their work, social, local and global environment

Learning Objectives:

- Understand research terminology theories.
- Be aware of the ethical principles of research, ethical challenges and approval processes
- Describe quantitative, qualitative and mixed methods approaches to research
- Identify the components of a literature review process
- Understand the Philosophies of Research
- Analyse different sampling techniques and use it according to the effectiveness.
- Critically analyze published research
- Helps in creating Paper Publications and Thesis.

Pedagogy:

Critical and social teaching

Syllabus:

Unit 1:

Meaning and Concept of research – Motivation and Objectives – Research Methods Vs Methodology – Types of Research - Defining and formulating research Problem – research questions- Importance of Literature Review –Research Design - Execution of the research – Problem, Formation-Observation and data collection – Methods Qualitative – quantitative research in media studies
(Practice&Seminar on formulating research problem – Presentation & analysis of Case studies)

Unit 2:

Sampling – Types of Sampling – Validity – Measurement – construct validity – Reliability- Levels of Measurement – Types of Data – Scaling - Qualitative – Quantitative measures-

Hypothesis - testing – Generalization – Variables - Types of Data – Unit of analysis - Statistical Analysis- Tabulation of data – interpretation – Graphical representation of data – Presenting statistical Data– content analysis–Case Study - non –parametric statistics –chi-square – contingency table analysis – parametric statistics – Mean, Proportion, ‘t’ test – analysis of variance (ANOVA) - Regression and Correlation.

(Hand on Workshop on using Tools and application for Statistical analysis)

Unit 3:

Media theories – Philosophy of Research – Structerization of Research –Deduction – Induction - Communication theories - Aesthetics theory of visual communication – character and visual aesthetics – Perception theory – audience research – Semiotics – motion and frame semiotics –Cognitive theory – film theory – narrative theory - cultural aesthetic theories – behavioral theories – Social – New media

(Seminar on Methods and Theories for Mass media research, perspectives and approaches)

Unit 4:

Writing research paper – reviews - presentation of research - Bibliography – APA Style – In text- Citation- plagiarism-Utility of the study - Different steps in thepreparation – Layout, structure and Language of typical reports – Illustrations and tables - referencing and footnotes (Workshop on Writing and structuring Research thesis)

Unit 5:

Use of visual aids - Preparing Research papers for journals, Seminars and Conferences – Calculations of Impact factor of a journal, citation - Ethical Issues – Ethical Committees – Reproduction of published material Acknowledgement –Reproducibility and accountability. (Seminar on Ethical issues, responsibilities on researcher, Publication standards)

References:

1. Mass Communication Theory – McQuail Denis (Sage Publication)
2. Audience Analysis – McQuail Denis (Sage Publication)
3. Mass Media Research – Roger Wimmer& Joseph Dominick
4. Methods in Social Research – Kothari C.R
5. Basics of Qualitative Research – Strauss Anselm, Corbin Juliet
6. Berger, Arthur, (2000), Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Sage Publications.

Course Outcome:

By the end of the course, students will be able to:

CO 1: Construct research questions to explore specific issues in a particular area of media studies, such as social media, journalism, film, or television. (Ask)

CO2: Identify the best approach for a research project in media studies with human participants.

CO 3: Identify and collect appropriate data to address a specific research question. (Collect)

CO4: Apply a qualitative methodological framework to analyze data. (Analyze)

CO5: Interpret the results of findings by discussing implications for practice and/or theory in media studies. (Interpret)

CO6: Effectively communicate research findings through digital media (Disseminate)

CO7: Critically evaluate qualitative and quantitative research in media studies. (Evaluate)

CO8: Articulate ethical concerns associated with media studies research

CO9: Explain decision-making processes at each step of the research process

Evaluation Pattern:

Theoretical Examination and presentation for Internals
Theoretical Examination for End Semester.

Employability:

- Helps students in the teaching process, as research methodology is an important aspect of all courses.
- Builds the skill for a research assistant, to work in research projects of the internal organisation as well as an external organization
- The research publication helps in building strong foundation for employability in a competitive environment.
- Every organisation needs a research team to analyse the market and media, this knowledge on research can help in leading the team.