

YEAR 2 SEMESTER 4

Paper VII

Research Methodology

OBJECTIVES

- Students should understand a general definition of research design and know why educational research is undertaken.
- Students should be able to identify the overall process of designing a research study from its inception to its report.
- They should be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research.
- Students should be able to identify a research problem stated in a study and also be familiar with how to write a good introduction to an educational research study.

LEARNING OUTCOMES

- Students will have sufficient understanding of research and how to legitimately source their work.
- They will be equipped with the purpose behind research process and follow the process of critical thinking backed by reading.

UNIT 1

Introduction to Media Research

- Importance of Scientific Research;
- Scope of Media Research;
- Problem Identification and Exploration;
- Synopsis Writing;
- Reading and Taking Notes;
- Case Studies

UNIT 2

Research Design

- Problem Statement
- Hypothesis Formulation
- Review of Literature
- Abstract
- Research Methodology (Qualitative & Quantitative)
- Sampling
- Data Collection
- Data Analysis
- Findings
- Conclusion
- Bibliography and citation

UNIT 3

Ethics

- Plagiarism
- Authenticity
- Forms and other related issues

UNIT 4

Format of Research Paper

- Margins
- Text Formatting
- Heading and Title
- Page Numbers
- Tables and Illustrations
- Paper and Printing
- Corrections & Insertions
- Binding

Practicals

Students will be required to write a research project keeping in mind the research process and stand for viva-voce

References

- *Understanding Communication Research Methods* - Daniel Cronn-Mills and Stephen Michael Croucher, Routledge, 2014
- *Communication Research Methodology: A Strategic Approach to Applied Research* - Gary Pettey, Cheryl Campanella Bracken, Elizabeth B. Pask, Taylor & Francis, 2017
- *Media and Communication Research Methods: An introduction to Qualitative and Quantitative approaches* – Arthur Asa Berger, fifth edition, Sage, 2019
- *Routledge handbook of applied communication research* – Lawrence, Frey, N. Kenneth, Routledge, 2009
- *De-westernising communication research: Altering questions and changing frameworks* – Georgette and Wang, Routledge, 2011
- *Concise Guide to APA Style* by American Psychological Association, 7th edition 2019