

JYOTI NIVAS COLLEGE AUTONOMOUS
DEPARTMENT OF COMMUNICATIVE ENGLISH
FOURTH SEMESTER
INTRODUCTION TO MEDIA RESEARCH (CORE/THEORY)

NO. OF CREDITS- 3

NO. OF HOURS- 60

Learning Objectives

- Understand the foundations and rationale behind media and communication research.
- Design a research study from identifying a problem to compiling the final report.
- Develop proficiency in qualitative and quantitative research methodologies.
- Recognize and apply ethical considerations in academic and media-related research.
- Format and present research in standard academic formats.

Learning Outcomes

- Explain key concepts in media research and justify methodological choices.
- Formulate research problems, hypotheses, and conduct literature reviews effectively.
- Apply appropriate data collection and analysis techniques using real-world examples.
- Demonstrate ethical academic behaviour, including proper citation and avoiding plagiarism.
- Write and present a structured research paper and defend it through viva voce.

UNIT 1: Basics of Media Research

[Bloom's Levels: Remember, Understand, Apply]

Introduction to scientific and academic research; Role of research in media and communication studies; Types of research: Basic vs Applied, Qualitative vs Quantitative, Descriptive vs Analytical. Basic introduction to research tools and AI integration for research.

UNIT 2: Research Design and Methodology

[Bloom's Levels: Apply, Analyse, Evaluate]

Research Methods; Formulating problem statements & hypotheses; Review of Literature; Sampling methods in media research (probability and non-probability) Data collection methods (Primary and Secondary): Questionnaire/Surveys, Interviews, Focus Groups, (Qualitative), Questionnaire/Surveys, (Quantitative); Using secondary sources for data; Structuring the research report: Abstract to Conclusion to citations

UNIT 3: Data Interpretation and Analysis

[Bloom's Levels: Analyse, Evaluate, Create]

Inductive approach: observation, pattern, hypothesis, theory. Deductive Approach: theory, hypothesis, observation, confirmation, Data classification and tabulation. Qualitative Data Analysis, Quantitative Data Analysis. Frequency distribution, percentages, graphs (manual or with Excel); Thematic coding, content analysis in qualitative research; Identifying patterns, causality and correlation; Presenting findings with clarity and neutrality; Writing effective discussions and implications.

UNIT 4: Writing, Formatting, and Presenting Research Report

[Bloom's Levels: Create, Evaluate]

Writing in the prescribed styles (APA); Visual representation of data (tables, charts, figures); Designing a research poster and paper presentation.

UNIT 5: Ethics in Research

[Bloom's Levels: Understand, Apply, Evaluate]

Understanding ethical research practice; Informed consent, privacy and confidentiality, Researcher bias and Objectivity, Data management and integrity, Plagiarism

Reading References and Resources

- Croucher, S. M., & Cronn-Mills, D. (2018). Understanding Communication Research Methods, Routledge.
- Pettey, G. R. (2017). Communication Research Methodology. Routledge.
- Kumar, R. (2022). Research Methodology: A Step-by-Step Guide for Beginners. SAGE Publications.
- Creswell, J. W. (2017). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. SAGE.
- MLA Handbook (9th Edition), Modern Language Association (2021).
- University Grants Commission. Prevention of Plagiarism in Higher Education Regulations. (2018)

INTRODUCTION TO MEDIA RESEARCH (CORE/PRACTICAL)

Modules of classroom exercises/practices:

- Maintaining a research book for research writing practices and trying to highlight key insights from a paper
- Engaging critically with research papers/articles/essays and identifying crucial elements of the piece
- Learning and practicing research mindset
- Practicing basics of research writing using software
- Final Project:
 - Groups of three students conceptualise, pitch, write, and submit an original research paper.