



**Semester 3<sup>rd</sup>**

**Core Paper**

**MCJ-21301CR**

**MEDIA RESEARCH**

**Course Objectives**

- To introduce students to the basic of academic research and the various approaches involved for conducting a research.
- To provide students a nuanced approach towards Media and Research; allowing them to converge the practices of academic research onto Media Studies

**Learning Outcomes**

- Students will be proficient into carrying a wholesome academic Media Research projects.
- Students will gain insights into various practical aspects of conducting an academic research

**Unit-I**

Definition & Elements of research

Validity & Reliability; concepts and constructs

The Research Cycle

Sampling

**Unit-II**

Research Methods: Scientific, Historical & Descriptive

Data Collection Techniques

Data Analysis

Sources in Research- Significance & Types

**Unit-III**

Formative and Summative Research

Audience profile and Need Assessment

Communication Research

Research Ethics & Feedback

**Unit-IV**

Social Media Analytics & Big Data

Opinion Poll and Exit Poll

Audience and Market Research

Research in Various Fields: Print, Electronic, Advertising, Public Relations and the Internet



### ***Suggested Readings***

- Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction*.
- Demers, David. 2005. *Dictionary of mass communication & media research: a guide for students, scholars, and professionals*. Spokane, WA: Marquette Books. <http://catalog.hathitrust.org/api/volumes/oclc/58975736.html>
- Mytton, Graham, Peter Diem, and Piet Hein van Dam. 2016. *Media audience research: a guide for professionals*.
- Jensen, Klaus Bruhn. 2021. *A Handbook of Media and Communication Research Qualitative and Quantitative Methodologies*. Milton: Taylor & Francis Group. <http://public.eblib.com/choice/PublicFullRecord.aspx?p=6420581>.
- Berger, Arthur Asa. 2020. *Media and communication research methods: an introduction to qualitative and quantitative approaches*.
- Creswell, John W. 2014. *Research design: qualitative, quantitative, and mixed methods approaches*.

### ***MCJ-21301CR. Media Research***

***Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)***