PGJMC 16

Communication Research

SEMESTER IV

JOURNALISM AND MASS COMMUNICATION

KRISHNA KANTA HANDIQUI STATE OPEN UNIVERSITY

CONTENTS

PAGES

UNIT – 1: INTRODUCTION TO RESEARCH **(7-15)**

Meaning of research, Definition of research, Objectives of research, Importance of research

UNIT – 2: TYPES OF RESEARCH **(16-30)**

Various Types of Research, Quantitative and Qualitative Research, Research Methods, Research Process

UNIT – 3: COMMUNICATION RESEARCH **(31-46)**

Meaning of communication research, Types of communication research, Importance of research in mass media, Elements of communication research, Role of computer in communication research

UNIT – 4: RESEARCH METHODS **(47-60)**

Impotence of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre election and Exit poll Content analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis

UNIT – 5: RESEARCH PLAN **(61-83)**

Research problem, Defining research problem, Formulation of objectives Meaning of Hypothesis, Research design

COURSE INTRODUCTION

We have discussed various aspects of mass communication such as communication theories, advertising, public relations, journalism etc. In this block we are going to discuss the various aspects of communication research. The block is divided into six units, which are as follows –

Unit – 1: Introduction to Research

In this first unit we will concentrate on the meaning, definition and importance of research. Basically, research is an art of scientific investigation. This unit provides you with a basic idea on the research and its importance.

Unit – 2: Types of Research

This unit describes the various types of research. Quantitative and qualitative researches and the differences among them are also enumerated in the unit in detail. After that the unit deals with the research methods, such as survey method, case study method, experimental method, historical methods etc. Finally, in this unit we will discuss on the research process in step by step.

Unit – 3: Communication Research

This unit introduces the meaning, definition and various aspects of Communication Research. The unit also discusses the importance of communication research and mass media research. Elements of communication research are also enumerated in the unit.

Unit – 4: Research Methods

Impotence of media research, Survey research, Types of surveys, Advantage and disadvantages of survey, Public opinion survey, Pre election and Exit pollContent analysis, Meaning and definition of content analysis, Methods of content analysis, Limitations of content analysis

Unit – 5: Research Plan

Research problem, Defining research problem, Formulation of objectives Meaning of Hypothesis, Research design

Unit – 6: Research Tools

Data and its types, Methods of Primary Data Collection, Observation, Interview Questionnaire and schedules, Other Methods of data collection, Secondary data collection

Unit – 7: Sampling

Census and sample, Importance of Sampling, Sample designs, Sample size

Unit – 8: Processing of Data

Data measurement techniques, Editing of data, Classification of data Tabulation of data

Unit – 9: Data Analysis

Diagrammatic and graphic presentation, Hypothesis testing, Data interpretations Report writing