

Code: BMS 603

Module: COMMUNICATION RESEARCH

Sessions	Topics
1-2	An Overview of Research in Communication Origin of research in communication; communication research versus Marketing research, Context in communication research, Significance of Communication research; the process of theory building
3-7	Steps for Conducting Communication Research Title, Introduction, Rationale, Problem, Aim & Objectives, Theoretical/ Conceptual/ Operational Framework; Hypothesis, Methodology: Design, Universe/ Population, Variables, Sample, Instrument, Types of Data, Data Collection, Data Analysis Methods. Writing of Report, Summary, Executive Summary, Conclusion and Recommendations
8-12	Contemporary Research Designs: Qualitative, Quantitative, Interpretative, Basic and Applied research, Field Research, Content Analysis
13-16	Sampling Methods Formative, Process and Summative Research: Probability & Non- Probability; Sample and Sampling; Pre-test and Pilot-test, Survey design in Probability Sampling: Simple Random, Systematic Random, Stratified, Multistage Cluster Sampling, Survey Design in Non- Probability Sampling: Purposive, Convenience and Quota Sampling; Designing of Instrument; ethical issues and current problems Aspects of Media for Research
17-20	General Statistics: Mean, Median, Frequency Distribution and Measure of Location Dispersion, Deviation, Variance, Standard Deviation Correlation and Regression, Test of Significance

Suggested Book List:

- Khotari, R.C. **Research Methodology: Methods and Technique**, Delhi: Wiley Eastern Ltd. 1985.
- Gupta S.C. and Kapoor K.V. **Fundamentals of Mathematical Statistics**, Sultan Chand & Sons, Delhi, 1994.
- Rebecca B. Rubin et.al. **Communication Research Measures**, The Guilfor Press, New York, 1994.
- Susanna, Horning Priest. **Doing Media Research: An Introduction**, Sage, New Delhi, 1996
- Arthur, A. Berger. **Media Research Techniques**, Sage, New Delhi, 1996.
- Social Research S R Vajpayee
- Doing Your Research Project Judith Bell
- Research Methodology in Social Sandhu & Singh
- Communication & Research V P Michael
- Research in Mass Media S R Sharma & Anil Chaturvedi
- Research - How to Plan, Clifford Hawkings & Speak & Write About it Macro Sorgi