

## Teaching Plan

**Department of Mass Communication & New Media**

**Central University of Jammu**

**Course No: MCNM-302**

**Title: Communication Research**

**Total Credits: 4**

**Total Lectures= 44**

**Total Seminar/ Assesment-11**

	<b>Day/ Week</b>	<b>Title of Topic to be taught</b>	<b>No. of Hours/ Days per topic</b>	<b>Suggestive Readings</b>
<b>Ist Week</b>	<b>I</b>	Research : Concept and Objective	4 Lectures	Ahuja, Ram, Research Methodology, Rawat Publication, Jaipur.  Kumar, Ranjit. 2011. Research Methodology, Sage, N. Delhi.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Process and Characteristics of Research		
	<b>V</b>	Seminar/ Assessment		
<b>IInd Week</b>	<b>I</b>	Basic element of Research	4 Lectures	Kumar, Ranjit. 2011. Research Methodology, Sage, N. Delhi.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Types of Research: Historical Research,  Applied Research		
	<b>V</b>	Seminar/ Assessment		
<b>IIIrd Week</b>	<b>I</b>	Scientific Research	4 Lectures	Alan, Bryman. 1994. Social Research Method, Routledge Publication.  Kumar, Ranjit. 2011. Research Methodology, Sage, N. Delhi.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Exploratory Research  Participatory Research		
	<b>V</b>	Seminar/ Assessment		

	<b>Day/ Week</b>	<b>Title of Topic to be taught</b>	<b>No. of Hours/ Days per topic</b>	<b>Suggestive Readings</b>
<b>IVth Week</b>	<b>I</b>	Action Research	4 Lectures	Berger, A. 2000. Media and Communication Research Methods; An Introduction to Qualitative and Quantitative Approaches, Sage.
	<b>II</b>	Qualitative Research &  Quantitative Research		
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Seminar/ Assessment	1 Hour	
<b>Vth Week</b>	<b>I</b>	Different Approaches to Communication Research : Exit Poll Audience Poll  Socio –Political Context of Communication Research	4 Lectures	Berger, A. 2000. Media and Communication Research Methods; An Introduction to Qualitative and Quantitative Approaches, Sage.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Seminars/Presentation	1 Hour	
<b>VIth Week</b>	<b>I</b>	Research Design : Area of Research Title Hypothesis Review of Literature Report Writing	4 Lectures	Kumar, Ranjit. 2011. Research Methodology, Sage, N. Delhi.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Seminar/ Assessment	1 Hour	
<b>VIIth Week</b>	<b>I</b>	Sampling:	4 Lectures	Berger, A. 2000. Media and Communication Research Methods; An Introduction to Qualitative and Quantitative Approaches, Sage.
	<b>II</b>	Random Sampling  Systematic Sampling  Stratified Sampling  Quota Sampling		
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Seminar/ Assessment	1 Hour	

	Day/ Week	Title of Topic to be taught	No. of Hours/ Days per topic	Suggestive Readings
<b>VIIIth Week</b>	<b>I</b>	Data Analysis:	4 Lectures	Bryman, Alan. 1994. Analyzing Qualitative Data, Routledge, London
	<b>II</b>	Verification, Coding, Analysis and Interpretation		
	<b>III</b>			
	<b>IV</b>			
	<b>V</b>	Seminar/ Assessment	1 Hour	
<b>IXth Week</b>	<b>I</b>	Content Analysis  Questionnaires	4 Lectures	Ahuja, Ram, Research Methodology, Rawat Publication, Jaipur.
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Schedule		Kumar, Ranjit. 2011. Research Methodology, Sage, N. Delhi.
	<b>V</b>	Seminar/ Assessment	1 Hour	
<b>Xth Week</b>	<b>I</b>	Interview	4 Lectures	Ahuja, Ram, Research Methodology, Rawat Publication, Jaipur
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	Opinion Poll  TRP Rating		Kumar, Ranjit. 2011. Research Methodology ,Sage, N. Delhi
	<b>V</b>	Presentation	1 Hour	
<b>XIth Week</b>	<b>I</b>	Software use in Research :	4 Lectures	Babbie,Earl,F.Halley. 2007. Adventures in Social Research: Data Analysis using SPSS, PineForge Press, N.Delhi
	<b>II</b>			
	<b>III</b>			
	<b>IV</b>	MS Office  SPSS		
	<b>V</b>	Seminar/ Assessment	1 Hour	

❖ One tutorial per week will be taken by concerned faculty as per the availability of classes.