

Communication Research Methodology

Curriculum:

- Unit - I** Mass communication Research methodology : Meaning and Nature, Mass communication Research Process, Various Types of Research Study
- Unit - II** Research Study : Historical Survey, Content Analysis, Case Study, Problem of Subjectivity in Mass communication Research, Selection of Problem in Mass Communication Research and Process Determination
- Unit – III** Study of Hypothesis in Mass Communication Research, Tech niques of Data Collection in Mass Communication, Interview and Source Content,
- Unit - IV** Research Hypothesis, Measures of Central Tendency : Mean, Median, Mode, Measures of Dispersion and Skewness, Co -relation, Research with Reference to Mass Communication and National Development

Reference Books :

1. Arthus Berger: Media and Communication Research Methods -An Introduction to Qualitative and Quantitative Approaches; Sage Publication.
2. Berger Arthur: Media Research :Techniques; Sage, New Delhi, 1996.
3. C. R. Khotari: Research Methodology: Methods and Technique; Delhi: Wiley Eastern Ltd, 1985.