

## **BSCS308: Research Method- II (3 Cr. Hrs)**

### **Course Objectives:**

The main objectives of this course are to:

- Develop critical insight among the students , aiming to make them more informed and sensitive consumers of Communication Research
- Unite the Hypothetical and Practical Components of Qualitative Research in the Media
- Familiarize the students with various Hypothetical Ideal Models of Media research and with an organized examination of contending structures for characterizing the media as question of study

### **Learning Outcomes:**

After studying this course, the students will be able to:

- Understand the various Qualitative Research Methods available in different areas of Mass Communication
- Demonstrate a working knowledge of the theories and frameworks to analyze and understand Media
- Exhibit critical ability for analyzing complex Mass Communication Data
- Critically review published articles and consequently become capable to write own manuscript for publication

### **Course Contents:**

#### **1. Research in Mass Communication**

- 1.1 Aims and Motives of Social Research
2. **Contemporary Research in Communication and Media Studies**
3. **Qualitative Research Methods**
  - 3.1 Overview and Philosophy
  - 3.2 Language of Qualitative Research
4. **Ethnography**
5. **Phenomenology**
6. **Grounded theory**
7. **Case Study**
8. **Qualitative Data Collection Techniques**
9. **Content Analysis (Definition, Uses, Limitations)**
  - 9.1 Steps in Content Analysis
  - 9.2 Examples of Content Analysis
10. **Discourse Analysis**
11. **Reference Writing (as per APA Manual)**
12. **Research Report Write up and Formatting**

**Teaching Methodology:**

- Lectures
- In-Class Activities
- Written Assignments

**Assessment:**

- Midterm Assessment:
- Formative Assessment: (Classroom participation, Attendance, Assignments and Presentations, Attitude and Behavior, Hands-on Activities, Short Tests, Quizzes etc.)
- Final Assessment:

**Recommended Readings:**

American Psychological Association.(2019). Publication Manual of the American Psychological Association, 7<sup>th</sup> edition.  
Bertrand, I., & Hughes, W. P. T. (2005). Media research methods: audiences, institutions, texts.

Creswell, J. W., & Clark, V. L. P. (2007). Designing and conducting mixed methods research.

Klaus, J. (2012). *A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies*. New York: Routledge

Neuman, W. L. (2005). Social research methods: Quantitative and qualitative approaches. Boston: Allyn and Bacon.

Wimmer, R., & Dominick, J. (2013). *Mass media research*. Cengage learning.

Selective Articles will be provided