

Title: Communication Research-I
Code: DMC-301
Semester: 5th
Rating: 3 Credit Hours

DMC-301: Communication Research-I

3 Cr. Hrs

Course Description:

This is an introductory level course on research methods. This course aims to develop the conceptual clarity to the fundamentals of research. The focus of the course will be on literature review, sampling and quantitative research design.

Learning Outcomes:

The student will be able to

- Develop the understanding of research process and its fundamental concepts.
- Develop the skills in literature review techniques.
- Understand the procedures of sampling
- Understand the quantitative research designs.

Course Contents:

1. Definition & Concept of Research
2. Common Types of Research
3. Common Types of Research Design
4. Basic Instrumentation
5. Scientific Research
6. Concepts and constructs
7. Levels of measurement
8. Measurement scales
9. Reliability and validity
10. Population & Sampling Techniques
11. Quantitative Research Methods
 - 11.1 Content analysis
 - 11.2 Content analysis and the social media
 - 11.3 Survey research
 - 11.4 Longitudinal Research
 - 11.5 Experimental Research
 - 11.6 Laboratory experiments
 - 11.7 Field experiments
12. How to use quantitative research methods in digital media

Suggested Readings:

- Sloan, L. & Quan-Haase, A. (2017). The SAGE Handbook of Social Media Research Methods. London: Sage
- Dominick, J. & Wimmer, D. R. (2013). Mass Media Research: An Introduction. London: Cengage Learning
- Newman, W.L. (2013). Social Research Methods: Qualitative and Quantitative Approaches. NY: Allyn and Bacon
- Sarantakos, S. (2013), Social Research (4th Edition). London: McMillan
- Berger, A. A. (2020). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. London: Sage.
- Theories of Communication. London; Sage Publications
- McQuail, D. (2005). Mass Communication Theory: An introduction. London: Sage

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments

3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.