

Program	BS Media & Development Communication	Course Code	MDC 352	Credit Hours	3
Course Title	COMMUNICATION RESEARCH METHOD-I (Major)				
Course Introduction					
This course introduces students to the principles and methods of communication research. It covers both quantitative and qualitative research techniques, emphasizing the importance of research in understanding and improving communication practices.					
Learning Outcomes					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> 1. Understand the principles and methods of communication research. 2. Develop skills in both quantitative and qualitative research techniques. 3. Analyze and interpret research data to inform communication practices. 					
Course Content				Assignments/Readings	
Week 1-2	<ol style="list-style-type: none"> 1. Defining Scientific Research 2. Concepts of Research in Development 3. Communication Steps in Research 				
Week 3-4	4. Elements of Research 4.1 Research Design 4.2 Concepts 4.3 Constructs				
Week 5	5. Variables				
Week 6	6. Research Questions				
Week 7	7. Research Hypothesis				
Week 8	8. Measurement Levels and Scale				
Week 9-11	9. Kinds of Research 9.1 Qualitative and Quantitative Research 9.2 Basic and Applied Research 9.3 Historical Research 9.4 Observational Research 9.5 Cross-Sectional & Longitudinal Research 9.6 Descriptive Research 9.7 Correlation Research 9.8 Experimental Research				
Week 12	10. Pilot Testing				
Week 13-14	11. Research Methods 11.1 Survey Method 11.2 Content Analysis 11.3 Case Study 11.4 Focus Group Discussions 11.5 In-depth Interviews				
Week 15	12. Sampling and Its Techniques				
Week 16	13. Validity and Reliability in Research 14. Ethics in Research				
Textbooks and Reading Material					

1. Wimmer, R. D. & Dominick, J. R. (2006). *Mass media research: an introduction*. 8th edition. Thomson/Wadsworth Publishing Company, Belmont, California.
2. Lowery, A., S. and DeFleur, L., M.(1995). *Milestone in Mass Communication Research: Media Effects*, (ed), McGraw Hill.
3. N. C. Pant, “Modern Journalism – Principles and Practices”, first Edition 2002, Kanishka Publisher, 4697/5-21A, Ansari Road, Darya Ganj, New Dehli-110002.
4. Neuman, L. (2010) *Social Research Methods*. Sage Inc.
5. Kemchand, R. (2000) “Journalism and Human Development”, first Edition, A. S. Saini for Dominant Publisher and Distinctions, Orient Offset Dehli, 110053.
6. Reinard, J., C. (2001). *Introduction to Communication Research*. McGraw Hill.
7. Shah, H., M., Kausar, S. and Rashida, S. (2015). *Dictionary and Quick Reference to Media*, Misaaal Publication
8. Lowery, S. A. & Fleur, M. D. (1988). *Milestones in Mass Communication Research*”, Second Edition, Longman Inc 95, Chrch Street, White Plains, NY 10601.
9. Weerakkody, N. (2008). *Research methods for media and communication*. Oxford University Press.
10. Wrench, J. S., Thomas-Maddox, C., Richmond, V. P., & McCroskey, J. C. (2008). *Quantitative research methods for communication: A hands-on approach*. Oxford University Press, Inc.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

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

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination 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.