

<b>Programme</b>	B.S. (4-years), Communication Studies	<b>Course Code</b>	BSCS-303	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>Research Methods-I</b>				
<b>Course Introduction</b>					
<p>The basic objectives of this course are to:</p> <ul style="list-style-type: none"> <li>• Give an insight into the basic principles of scientific research and its significance in the mass media</li> <li>• Sensitize the students with methods, techniques and other relevant concepts for investigating media-related phenomena in contemporary society</li> </ul> <p>Make the students aware about the importance and efficacy of a specific research method in any area</p>					
<b>Learning Outcomes</b>					
<p>After studying this course, the students will be able to:</p> <ul style="list-style-type: none"> <li>• Critically review a published empirical research and address ethical and practical issues</li> <li>• Demonstrate an understanding of the significant risk and ethical issues raised by the conduct of media research</li> <li>• Recognise and reflect on the strengths and limitations of different research methodologies</li> </ul> <p>Comprehend the evident and dormant links between theory and practice</p>					
<b>Course Content</b>					
<b>Week 1</b>	<b>1. Understanding Scientific Research</b>				
<b>Week 2</b>	<b>1.1.</b> Meaning, Purpose, Function of Research <b>1.2.</b> Concepts of Research in Mass Communication				
<b>Week 3</b>	<b>2. Elements and Scope of Research</b>				
<b>Week 4</b>	2.1. Concepts 2.2. Variables 2.3. Levels of Measurement 2.4. Rating Scales 2.5. Hypotheses				
<b>Week 5</b>	<b>3. Research Process</b>				
<b>Week 6</b>	3.1. Basic steps involved in Research Process 3.2. Characteristics of Scientific Methods				
<b>Week 7</b>	<b>4. Research Approaches</b>				
<b>Week 8</b>	4.1. Basic/Applied 4.2. Descriptive/Exploratory 4.3. Action/Social Impact 4.4. Deductive/Inductive 4.5. Qualitative/Quantitative				
<b>Week 9</b>	<b>5. Sampling and Sampling Techniques</b>				
<b>Week 10</b>	<b>6. Quantitative Research Methods Overview</b>				
<b>Week 11</b>	<b>7. Survey Research Method</b> 7.1. Aim and Basic Tenets 7.2. Types of Survey (Descriptive & Analytical) 7.3. Advantages and Disadvantages				
<b>Week 12</b>	<b>8. Longitudinal and Cross-Sectional Research Method</b>				

	8.1. Aim and Development 8.2. Types of Longitudinal Research Designs 8.3. Appropriate Analysis for Longitudinal Studies		
<b>Week 13</b>	<b>9. Experimental Research Method</b> 9.1. Overview and Aims 9.2. Pure and Quasi Experiments 9.3. Advantages and Disadvantages		
<b>Week 14</b>	<b>10. Observational Research</b>		
<b>Week 15</b>	<b>11. Ethics in Research</b>		
<b>Week 16</b>	<b>12. Academic Writing and Formatting for Beginners</b>		
<b>Textbooks and Reading Material</b>			
Bertrand, I., & Hughes, W. P. T. (2005). Media research methods: audiences, institutions, texts.			
Lowery, A. S., & De Fleur, M. (1988). Milestones in Mass Communication Research. Longman Inc 95, Church Street, White Plains, NY 10601.			
Martin, M. (2000). The Research Process: A Complete Guide and Reference for Writers. Boston: McGraw Hill.			
<b>Teaching Learning Strategies</b>			
1. Lectures 2. In-Class Activities 3. Written Assignments			
<b>Assignments: Types and Number with Calendar</b>			
1. Class Participation 2. Attendance 3. Presentations 4. Attitude & Behavior 5. Hands-on Activities 6. Short Tests 7. Quizzes			
<b>Assessment</b>			
<b>Sr. No.</b>	<b>Elements</b>	<b>Weightage</b>	<b>Details</b>
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.
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