

Programme	B.S. (4-years), Communication Studies	Course Code	BSCS-306	Credit Hours	3
Course Title	<u>Research Method- II</u>				
Course Introduction					
<p>The main objectives of this course are to:</p> <ul style="list-style-type: none"> • 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 <p>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</p>					
Learning Outcomes					
<p>After studying this course, the students will be able to:</p> <ul style="list-style-type: none"> • 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 <p>Critically review published articles and consequently become capable to write own manuscript for publication</p>					
Course Content					
Week 1	1.	Research in Mass Communication			
Week 2		1.1. Aims and Motives of Social Research			
Week 3	2.	Contemporary Research in Communication and Media Studies			
Week 4					
Week 5	3.	Qualitative Research Methods 3.1. Overview and Philosophy 3.2. Language of Qualitative Research			
Week 6					
Week 7					
Week 8	4.	Ethnography			
Week 9	5.	Phenomenology			
Week 10	6.	Grounded theory			
Week 11	7.	Case Study			
Week 12	8.	Qualitative Data Collection Techniques			
Week 13	9.	Content Analysis (Definition, Uses, Limitations)			
		9.1. Steps in Content Analysis			
		9.2. Examples of Content Analysis			
Week 14	10.	Discourse Analysis			
Week 15	11.	Reference Writing (as per APA Manual)			
Week 16	12.	Research Report Write up and Formatting			
Textbooks and Reading Material					
American Psychological Association. (2019). Publication Manual of the American Psychological Association, 7th 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.

Teaching Learning Strategies

1. Lectures
2. In-Class Activities
3. Written Assignments

Assignments: Types and Number with Calendar

1. Class Participation
2. Attendance
3. Presentations
4. Attitude & Behavior
5. Hands-on Activities
6. Short Tests
7. Quizzes

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.