



Code	Subject Title	Cr. Hrs	Semester
BSCS-308	Research Methods-I	3	VI
Year	Discipline		
3	Mass Communication		

- Defining Research
- Concepts of Research in Mass Communication
- Steps in Research
- Elements of Research
 - Concepts
 - Constructs
 - Variables
 - Research question
 - Hypothesis
- Measurement Levels and scale
- Kinds of scientific research
 - Qualitative and Quantitative
 - Basic and Applied
 - Historical Research
 - Observational
 - Descriptive Research
 - Correlation Research
 - Experimental Research
- Sampling and its Techniques
- Literature Review and its Techniques
- Ethics in Research

Recommended Readings:

1. Rabin Kemchand, “Journalism and Human Development”, first Edition 2000, A. S. Saini for Dominant Publisher and Distinctions, Orient Offset Dehli, 110053.
2. N. C. Pant, “Modern Journalism – Principles and Practices”, first Edition 2002, Kanishka Publisher, 4697/5-21A, Ansari Road, Darya Ganj, New Dehli-110002.
3. Shearon A. Lowery, Melvinl. De Fleur, “Milestones in Mass Communication Research”, Second Edition 1988, Longman Inc 95, Chrch Street, White Plains, NY 10601.
4. Joseph, Dominic. 2004. Mass Media Research 4th ed. Wadsworth Publishing Company, Belmont, California.
5. Dennis Everett, Marshall John. 2003. Media Debates. 2nd ed. Longman Publisher, New York.