

Choice Based Credit System (CBCS)
Master of Science in Media Research
Two Years Full Time Master Degree Programme
2017-2019



Proposed by

Department of Communication Research

Makhmalal Chaturvedi National University of Journalism and Communication, Bhopal (MP)

OBJECTIVES OF THE COURSE

- ♦ To make students familiar with patterns of relationship between Media Research and Social Sciences Research.
- ♦ To lay emphasis on the upcoming field of Media Research, this includes the Media Research Designs, Media Research Methods, New Media Research, Political Communication Research and emerging trends in Media Research.
- ♦ The creation of new spaces like Mass Media Anthropology, which is reflection of the form as well as the content of the contemporary media that have been shaped during interactions between evolution and growth of the most advanced societies and media, which competes with the traditions and upcoming zero geography phenomenon.
- ♦ To enhance skills of Research Practices, to inculcate the researcher spirit among students, by the conduction of Research Activities like Tool-designing, Code-book Preparation, Case Study, Feedback and Feed forward etc.
- ♦ New Media Research will be critically studied to appreciate the contest and struggle that practitioners of the New Media, generally the intelligentsia, faces in the process of digitalisation of media.
- ♦ This course engenders understanding and practicing of the special data-analysis software, namely SPSS, in contemporary research data-analysis practices.
- ♦ Our course not only focuses on Quantitative Research, but also on Qualitative Research methods and applications, in order to organise research more and expand the horizons of practicing media research for growth and development with purity in Communication Research.
- ♦ Present course seeks to develop a comparative perspective by familiarising students with research on media, marketing, politics, audience, in previous and present scenario.
- ♦ Students will be encouraged to research in the context of larger media arena and will be intrinsically motivated to research on media and its various branches - from questions of content, interpretation, institutions and ownership, to enquiries into how entire social and cultural institutions have been transformed by their engagement with mass media.

Used Terminology and Explanation in CBCS of M.Sc. Media Research

- ♦ **Core-** Core course is the one which is to be studied compulsorily by a student as core requirement to complete a programme.
- ♦ **Elective Soft Core-** An elective soft core course is discipline centric course, which a student opts for enhancing his or her skills in particular area in the programme.
- ♦ **Open Elective-** Open elective courses are those which students have to pursue as per their interest. They must opt open elective course from a pool of courses.
- ♦ **Research Practices (Compulsory Core Course Activities)-** Practice research is a form of academic research practice activity which incorporates an element of practice in the core course and report will be evaluated by external examiner.
- ♦ **Credit Point -** Refers to the workload allotted to students. It is an index of the number of hours deemed for learning of a set segment of curriculum in a semester. One credit point corresponds to 14 hours of lectures, tutorial and 28 hours of practical. A student is said to have earned the credits on successful completion of the course including the evaluation.
- ♦ **Semester System-** The post graduation degree programme of two years duration is divided into four terms of approximately six month duration, called semester.
- ♦ **Lecture -** Lecture means one hour lecture in class or lab by teacher
- ♦ **Practical -** Practical means students' engagement in practical activities. One credit of practical involves 28 hours activities in laboratory and in classroom. Examination of practical will be carried out before the semester examination and viva-voce will be held for evaluation by external examiner.
- ♦ **Seminar -** Educational event to be addressed by students, experts or in the form of lecture and discussion.
- ♦ **Workshop -** Activity based on course and given to students to complete certain segment of the course in the process of learning.

- ♦ **Internal Assessment-** Three internal assessments will be carried out in a semester. Students need to qualify at least two internal assessments in a semester.
- ♦ **Visit-** Visit means students' visit to places, agencies for enhancing their exposure in related industries.
- ♦ **Demonstration-** Demonstration means activities on particular subject presented by students through posters and power point presentation or software demonstration.

[Signature]

Pooja Rane
9/2/12

[Signature]

[Signature]
9/2/12
(Dr. Monika Verma)
Head of Department
Communication Research Department
M.C.N.U.J.C., Bhopal

Master of Science in Media Research - M.Sc. (MR)
Course Code - 162 Two Years Full Time Post Graduate Course

Course:-

The Post Graduate Degree in Media Research- MSc(MR) of Two Years (Four Semesters) course shall be designated as Master of Science (Media Research) and abbreviated as M.Sc..(M.R.) under choice base credit system (CBCS)

Admissions:-

1. A candidate seeking admission to M.Sc.(M.R.) course should be any Graduate from recognized University.
2. A candidate seeking admission to M.Sc.(M.R.) course shall have to submit his Migration Certificate from previous University for enrollment in the University
3. Admission shall be offered on the basis of Entrance Test or other method decided by the University from time to time.

Examinations:

1. There shall be University Examination at the end of each semester. These examinations shall be named as follows:

(a) M.Sc. (MR) First Year

- MSc (MR) - I semester
- MSc (MR) - II semester

(b) M.Sc. (MR) Second Year

- MSc (MR) - III semester
- MSc (MR) - IV semester



-: Scheme of Examinations:-

Master of Science in Media Research M.Sc. (MR) Semester-I (Course Code-162)

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
1.	CCC1	4871	1MSc(MR)1	Science of Communication	80	20	-	100
2.	CCC2	4872	1MSc(MR)2	Introduction to Media Research and Design	50	20	30	100
3.	CCC3	4873	1MSc(MR)3	Communication Technology and Research	80	20	-	100
4.	CCE1	4874	1MSc(MR)4	1) Fundamental of Computer OR 2) Anthropology of Mass Media	50	20	30	100
5.	CCE2	4875	1MSc(MR)4	Open Elective : (Any One)	50	20	30	100
6.	OE1	4876	MSc(MR)5	Content Analysis	25	10	15	50
7.	OE2	4877	MSc(MR)5	Marketing Research	40	10	-	50
8.	OE3	4878	MSc(MR)5	SPSS	25	10	15	50
9.	OE4	4879	MSc(MR)5	Web Survey Methodology	25	10	15	50
10.	OE5	4880	MSc(MR)5	Media Planning and Strategy Research	40	10	-	50

Master of Science in Media Research M.Sc. (MR) Semester-II (Course Code-162)

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
11.	CCC4	4881	2MSc(MR)1	Mass Communication Process	80	20	-	100
12.	CCC5	4882	2MSc(MR)2	Media Research Methods & Tools	50	20	30	100
13.	CCC6	4883	2MSc(MR)3	Data Analysis and Interpretation	50	20	30	100
14.	CCE3	4884	2MSc(MR)4	1) Multimedia & Research OR 2) Elementary Statistics & SPSS	50	20	30	100
15.	CCE4	4885	2MSc(MR)4	Open Elective : (Any One)	50	20	30	100
16.	OE1	4876	MSc(MR)5	Content Analysis	25	10	15	50
17.	OE2	4877	MSc(MR)5	Marketing Research	40	10	-	50
18.	OE3	4878	MSc(MR)5	SPSS	25	10	15	50
19.	OE4	4879	MSc(MR)5	Web Survey Methodology	25	10	15	50
20.	OE5	4880	MSc(MR)5	Media Planning and Strategy Research	40	10	-	50

Master of Science in Media Research M.Sc. (MR) Semester-III (Course Code-162)

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
21.	CCC7	4886	3MSc(MR)1	Audience and Opinion Research	50	20	30	100
22.	CCC8	4887	3MSc(MR)2	New Media Research	50	20	30	100
23.	CCC9	4888	3MSc(MR)3	Advanced Statistics and SPSS	50	20	30	100
24.	CCE5	4889	3MSc(MR)4	1) Qualitative Research OR 2) Political Communication Research	80	20	-	100
25.	CCE6	4890	3MSc(MR)4		80	20	-	100
Open Elective : (Any One)								
26.	OE1	4876	MSc(MR)5	Content Analysis	25	10	15	50
27.	OE2	4877	MSc(MR)5	Marketing Research	40	10	-	50
28.	OE3	4878	MSc(MR)5	SPSS	25	10	15	50
29.	OE4	4879	MSc(MR)5	Web Survey Methodology	25	10	15	50
30.	OE5	4880	MSc(MR)5	Media Planning and Strategy Research	40	10	-	50

Master of Science in Media Research M.Sc. (MR) Semester-IV (Course Code-162)

S. No.	Course of Study	Paper Numerical Unique	Class & Papers	Paper Name/Subject	Th	IA	P	Total
31.	CCC10	4891	4MSc(MR)1	Research Report Writing	80	20	-	100
32.	CCC11	4892	4MSc(MR)2	New Trends in Media Research	80	20	-	100
33.	CCC12	4893	4MSc(MR)3	Marketing and Advertising Research	50	20	30	100
34.	CCE7	4894	4MSc(MR)4	Minor Project Report – 50 Marks Viva – 30 (15 Internal & 15 External)	-	20	80	100
Open Elective : (Any One)								
35.	OE1	4876	MSc(MR)5	Content Analysis	25	10	15	50
36.	OE2	4877	MSc(MR)5	Marketing Research	40	10	-	50
37.	OE3	4878	MSc(MR)5	SPSS	25	10	15	50
38.	OE4	4879	MSc(MR)5	Web Survey Methodology	25	10	15	50
39.	OE5	4880	MSc(MR)5	Media Planning and Strategy Research	40	10	-	50

Credit and Marks Distribution Scheme (M.Sc. Media Research)

Sem.	Core Course Compulsory	Elective Soft Core	Open Elective	Total Credit Per Semester	Total Marks Per Semester
I	18	6	3	27	450
II	18	6	3	27	450
III	18	6	3	27	450
IV	18	6	3	27	450
Total	72	24	12	108	1800

Syllabus is divided into four semesters and each semester will carry 3 core courses of 6 credit each (6X3=18 Credit). Elective soft core will be of 6 credits in each semester and one open elective paper from pool of open elective which will be of 3 credits evaluation of activity will be by external examiner. In this way, each semester will be of 27 credits and four semesters will be of 108 credits and 1800 marks.

M. S. S.

CHOICE BASED CREDIT SYSTEM FOR POST GRADUATE COURSE

M.Sc. Media Research

Semester-I

Course Code/Nature	Course Title	Credits	Hours Per Week	Max Marks			Total Credits	
				Theory	Practical	Internal		
CCC1 (core course)	Science of Communication	6	5	80	-	20	100	27
CCC2 (core course)	Introduction to Media Research and Design	6	5	50	30	20	100	
CCC3 (core course)	Communication Technology and Research	6	5	80	-	20	100	
CCE1 (Elective soft Core)	1 Fundamental of Computer	6	5	50	30	20	100	
	2 Anthropology of Mass Media			50	30	20		
CCE2								
OE1 (Open Elective)	Content Analysis	3	5	25	15	10	50	
Total		27	25	285	75	90	450	

M. S. S.

Semester-II

Course Code/Nature	Course Title	Credits	Hours Per Week	Max Marks			Total Credits	
				Theory	Practical	Internal		
CCC4 (core course)	Mass Communication Process	6	5	80	-	20	100	27
CCC5 (core course)	Media Research Methods & Tools	6	5	50	30	20	100	
CCC6 (core course)	Data Analysis and Interpretation	6	5	50	30	20	100	
CCE3 (Elective soft Core)	1 Multimedia & Research	6	5	50	30	20	100	
	2 Elementary Statistics & SPSS			50	30	20		
CCE4	Marketing Research	3	5	40	-	10	50	
OE2 (Open Elective)								
Total		27	25	270	90	90	450	



Semester-III

Course Code/Nature	Course Title	Credits	Hours Per Week	Max Marks				Total Credits
				Theory	Practical	Internal	Total Marks	
CCC7 (core course)	Audience and Opinion Research	6	5	50	30	20	100	27
CCC8 (core course)	New Media Research	6	5	50	30	20	100	
CCC9 (core course)	Advanced Statistics and SPSS	6	5	50	30	20	100	
CCE5 (Elective soft Core) CCE6	1 Qualitative Research	6	5	80	-	20	100	
	2 Political Communication Research			80	-	20		
OE3/OE4 (Open Elective)	1. SPSS 2. Web Survey Methodology	3	5	25	15	10	50	
Total		27	25	255	105	90	450	



Semester-IV

Course Code/Nature	Course Title	Credits	Hours Per Week	Max Marks			Total Credits
				Theory	Practical	Internal	
CCC10 (core course)	Research Report Writing	6	5	80	-	20	100
CCC11 (core course)	New Trends in Media Research	6	5	80	-	20	100
CCC12 (core course)	Marketing and Advertising Research	6	5	50	30	20	100
CCE7 (Elective soft Core)	1 Minor Project	6	5	-	80	20	100
OE5 (Open Elective)	Media Planning and Strategy Research	3	5	40	-	10	50
Total		27	25	250	110	90	450

27

Signature

Examination and Evaluation Scheme

A. Theory Examinations

Out of the total marks for each course/paper, 20% marks shall be earmarked for continuous assessment (internal assessment/assignments) and remaining 80% for the semester-end examinations

B. Practical Examination

In the case of Masters of Science faculty, there shall be practical examination at the end of every semester. The pass marks for each practical paper shall be 50%. Practical examinations shall be conducted with internal examiners and external examiner.

C. Internal Assessment Tests

For each paper/course in a semester, there shall be three internal assessment tests. There shall be no improvement in the internal assessment. There shall be no separate Grade Points for internal tests. The duration of the internal assessment test shall be 60 minutes. There shall be no internal assessment test for practical's paper. The paper for internal assessment tests is set by the teacher(s) who is (are) teaching the subject/paper in that semester.



Total Credit and Total Marks in Theory, Practical and Internal

Semester	Total Credits	Hours Per Week	Maximum Marks			
			Theory	Practical	Internal	Total Marks
I	27	25	285	75	90	450
II	27	25	270	90	90	450
III	27	25	255	105	90	450
IV	27	25	250	110	90	450
Total	108	100	1060	380	360	1800

- * Total credits in each semester will be 27 and in four semesters there will be 27X4=108 credits
- * Theory papers in all four semesters will be of 1060 marks
- * Practical will be of 380 marks and internal evaluation will be of 360 marks
- * For total, 108 credit marks will be 1800

Division of marks in percentage in Theory, Practical and Internal Assessments

Total Marks of Degree (M.Sc. Media Research) =1800			
Theory	1060 Marks		58.88%
Practical	380 Marks		21.11%
Internal	360 Marks		20.00%

The proportionate ratio of theory, practical and internal will be respectively 58.88%: 21.11%: 20.00%.



Examination and Assessment Scheme

The Higher Education Institutions are currently following various methods for examination and assessment suitable for the courses and programmes as approved by their respective statutory bodies. In assessing the performance of the students in examinations, the usual approach is to award marks based on the examinations conducted at various stages (sessional, mid-term, end-semester etc.) in a semester. Some of the HEIs convert these marks to letter grades based on absolute or relative grading system and award the grades. There is a marked variation across the colleges and universities in the number of grades, grade points, letter grades used, which creates difficulties in comparing students across the institutions. The UGC recommends the following system to be implemented in awarding the grades and CGPA under the credit based semester system. The UGC recommended pattern is followed for M. Sc. Media Research programme examination and assessment.

Credits, Grade Letter Grade Points, Credit Points

- Credit means the unit by which the course work is measured. In these Regulations one credit means 14 hours of teaching work or 24 hours of practical work per week.
- Grade Letter is an index to indicate the performance of a student in a particular course (Paper). It is the transformation of actual marks secured by a student in a course/paper. It is indicated by a Grade letter O,A,B,C,D,E,F. There is a **range** of marks for each Grade Letter.
- Grade Point is weightage allotted to each grade letter depending on the marks awarded in a course/paper.



Grade Point: A 10-point grading system with corresponding letter grades and percentage of marks, as given below, is followed

S.	Letter Grade	Grade point	Percentage of Marks
1	O (Outstanding)	10	Marks between 80 to 100
2	A+ (Excellent)	9	Marks between 70 to 80
3	A (Very Good)	8	Marks between 60 to 70
4	B+ (Good)	7	Marks between 55 to 60
5	B (Above Average)	6	Marks between 50 to 55
6	C (Average)	5	Marks between 45 to 50
7	P (Pass)	4	Marks between 40 to 45
7	F (Fail)	0	Marks Below to 40
8	Ab (Absent)	0	

Earning of Credit

A Student shall be considered to have completed a course successful and earned the credit if he/she secures an acceptable letter grade in the range O-P. Letter grade F in this course implies failure of the student in that course and no credit earned



Computation of SGPA (Semester Grade Point Average) and CGPA

Credit Points for the paper = No. of Credits assigned for the paper x Grade Point secured for that course/Paper

SGPA indicates the performance of a student in a given Semester. SGPA is based on the total credit points earned by the student in all the courses and the total number of credits assigned to the courses/papers in a Semester.

Note: SGPA is computed only if the candidate passes in all the papers (gets a minimum 'E' grade in all the Papers

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- i. The SGPA is the ratio of sum of the product of the number of credit with grade point scored by a student in all the courses undergone by a student i.e.

$$\text{SGPA (S}_i\text{)} = \frac{\sum (C_i \times G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course.

- ii. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semester of a programme, i.e.

$$\text{CGPA} = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

Where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

- iii. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.



The following examples illustrate the calculation of Grade Points, Credit Points and Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA). The percentage of marks shown in column III is the marks secured by student in the Internal Assessment and Semester End Examination put together.

Example: Computation of SGPA and CGPA for M.Sc. Media Research programme.

For SGPA in semester

S.No.	Course	Credit	Grade Letter	% of marks	Grade Point	Credit Point
1	CCC1	6	A	Between 60 to 70	8	6X8 = 48
2	CCC2	6	B+	Between 55 to 60	7	6X7 = 42
3	CCC3	6	B	Between 50 to 55	6	6X6 = 36
4	CCE1	6	O	Between 80 to 100	10	6X10 = 60
5	OE1	3	B	Between 50 to 55	6	3X6 = 18
		27				204

Thus

$$\text{SGPA} = \sum (C_i \times G_i) / \sum C_i$$

$$\text{SGPA of 1 semester} = 204/27 = 7.55$$

For CGPA (Cumulative Grade Point Average)

CGPA refers to the Cumulative Grade Point Average weighted across all the semesters (4 Semesters). CGPA is obtained by dividing the total number of credit points of all the semesters by the total number of credits achieved in all the semesters. The final result at the end of all the semesters is declared in the form of CGPA.

Hypothetical Illustration for CGPA of four semesters on credits achieved by student

Semester – 1	Semester – 2	Semester – 3	Semester – 4
Credit: 27	Credit: 27	Credit: 27	Credit: 27
SGPA: 7.18	SGPA: 8.22	SGPA: 6.15	SGPA: 7.14

$$\text{Thus CGPA} = \frac{27 \times 7.18 + 27 \times 8.22 + 27 \times 6.15 + 27 \times 7.14}{108} = 7.17$$

82

Transcription format based on above recommendations on Letter grades point, SGPA and CGPA, the transcript for each Semester and a consolidated transcript indicating the performance in all semester may be issued

Conversion of Grades into Percentage:

Example: Conversion formula for the conversion of CGPA into Percentage is

$$[\text{CGPA Earned} - 0.05] \times 10 = \text{Percentage of Marks scored}$$

Example:

$$[\text{CGPA Earned } 7.17 - 0.05] \times 10 = 67.78 \%$$



Semester-I, CCC1 (4871)

Science of Communication

Total credits-6 (15*6=90H)
Max Marks 100, Distribution of Marks= 80 Th. + 20 Int.

Unit-I Society and Human Being		L	T	S	W	D	V	P	T
1.1	Characteristics of Human Being	3	-	-	-	-	-	-	3
1.2	Essential of Human Being to Live in the Society	3	-	-	-	-	-	-	3
1.3	Concept of Society	2	1	-	-	-	-	-	3
1.4	Essential of Communication to Build the Society	3	-	-	-	-	-	-	3
1.5	Concept of Socialization, Process, Agent and Problems	2	1	-	-	-	-	-	3

Unit-II Models of Communication									
2.1	Definition of Communication Process	3	-	-	-	-	-	-	3
2.2	Models of Human Communication- MCR and SMCR Model, Wilbur Schramm's Participatory Model,	5	5	-	-	-	-	-	10
2.3	Osgood's Model of Communication, Model of Franck Dance	2	1	-	-	-	-	-	3
2.4	Concept of 'Self' and 'Other' in Communication	3	2	-	-	-	-	-	5
2.5	Introduction to Johari Window of Joseph Looft & Harigton Edham, its Definition & Importance	4	-	-	-	-	-	-	4

Unit- III Communication Process									
3.1	Communication Process from 'Self' and its Importance	2	1	-	-	-	-	-	3
3.2	Non-Verbal Communication & its Importance	3	-	-	-	-	-	-	3
3.3	Art of Listening and its Development	2	-	-	-	-	-	-	2
3.4	Art of Writing and its Development- A Literal Communication	2	1	-	-	-	-	-	3
3.5	Art of Speaking and its Development, Audio- Visual Communication	3	-	-	-	-	-	-	3

Unit-IV Dialogue and Communication										
4.1 Hospitality Communication, Definition and Process of Communication Agent and its Importance	4	-	-	-	-	-	-	-	-	4
4.2 Concept of Interpersonal Communication	3	-	-	-	-	-	-	-	-	3
4.3 Functional Concept of Dialogue	4	-	-	-	-	-	-	-	-	4
4.4 Concept of Relationship of Dialogue	2	1	-	-	-	-	-	-	-	3
4.5 Concept of Integrated Economy of Dialogue	3	-	-	-	-	-	-	-	-	3

Unit- V Perspectives of Communication										
5.1 Mass Communication, Concept, Process, Types and Role	5	-	-	-	-	-	-	-	-	5
5.2 Slang and Communication	2	-	-	-	-	-	-	-	-	2
5.3 Internet and Communication	3	-	-	-	-	-	-	-	-	3
5.4 Concept and Process of Human Communication and "Vasudhaiv Kutumbakam"	3	1	-	-	-	-	-	-	-	4
5.5 Introduction to Nared Muni's Communication Formula, Spiritual Communication – Concept, Process and Importance	4	1	-	-	-	-	-	-	-	5

NA

Semester-I, CCC2 (4872)

Introduction to Media Research & Design

Total credits-6 (15*6=90H)

Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I Introduction to Research Design	L	T	S	W	D	V	P	T
1.1 Meaning of Research Design	2	1	-	-	-	-	-	3
1.2 Purpose of Research Design	2	1	-	-	-	-	-	3
1.3 Criteria of Good Research Design	2	1	-	-	-	-	-	3
1.4 Parts and Features of Research Design	2	1	-	-	-	-	-	3
1.5 Steps in Experimentation	2	1	-	-	-	-	-	3

Unit-II Experimental Research Design								
2.1 Basic Principles of Experimental Design: Replication, Randomization, Locus Control	2	-	-	-	-	-	-	2
2.2 Between Groups Design, Within-Groups Design and Matched Groups Design	3	1	-	-	-	-	1	5
2.3 Introduction to Factorial Design and its Types	2	1	-	-	-	-	1	4
2.4 Fixed Model, Random Model, Mixed Model	2	1	-	-	-	-	1	4
2.5 Advantages and Limitations of Factorial Design	2	1	-	-	-	-	-	3

Unit-III Descriptive & Quasi Experimental Designs								
3.1 Observation Method and Field Studies	4	-	-	-	-	-	-	4
3.2 Case Study and In-depth Study	2	1	-	-	-	-	1	4
3.3 Community Discussions Forums	2	1	-	-	-	-	1	4
3.4 Time-Series Design, Equivalent Time-Samples Design	4	1	-	-	-	-	1	6
3.5 Non-Equivalent Control Group Design, Counterbalanced Design, Patched-up Design	2	1	-	-	-	-	-	3

M. S.

Unit-IV Longitudinal Research Design												
4.1 Introduction to Longitudinal Research Design	2	1	-	-	-	-	-	-	-	-	-	3
4.2 Cross-Sectional Design	2	1	-	-	-	-	-	-	-	-	-	4
4.3 Cohort Designs	2	1	-	-	-	-	-	-	-	-	-	4
4.4 Introduction to Ex-Post Facto Design	2	1	-	-	-	-	-	-	-	-	-	3
4.5 Correlational Design, Criterion-Group Design	3	1	-	-	-	-	-	-	-	-	-	5

Unit-V Portfolio and Portfolio												
5.1 Prepare Portfolio on Experimental Research Design (any one)	-	-	-	-	-	-	-	-	-	-	-	4
5.2 Prepare Portfolio on Descriptive Research Design (any one)	-	-	-	-	-	-	-	-	-	-	-	3
5.3 Prepare Portfolio on any one Quasi-experimental Research Design (any one)	-	-	-	-	-	-	-	-	-	-	-	3
5.4 Prepare Portfolio on any one Longitudinal Research Design (any one)	-	-	-	-	-	-	-	-	-	-	-	4
5.5 Prepare Case study on current/burning issue	-	-	-	-	-	-	-	-	-	-	-	3



Semester-I, CCC3 (4873)

Communication Technology and Research

Total credits-6 (15*6=90H)

Max Marks 100, Distribution of Marks= 80 Th. + 20 Int.

Unit-I Introduction to Printing Technologies	L	T	S	W	D	V	P	T
1.1 Concept of Printing and Print Media	3	1	-	-	-	-	-	3
1.2 Traditional Printing Processes: Letter Press, Lithography, Flexography, Gravure	3	1	-	-	-	-	-	3
1.3 Offset Printing, Screen Printing, Dot Metrics, Ink-jet Printing, Laser Printing, Sheet Fed	3	1	-	-	-	-	-	4
1.4 Digital printing, 3D printing	2	1	-	-	-	-	-	3
1.5 Advantages and Disadvantages of Various Printing Processes	2	-	-	-	-	-	-	2

Unit -II Radio Broadcasting and Technology of Broadcasting								
2.1 Brief History of Radio Broadcasting	2	-	-	-	-	-	-	2
2.2 Frequency, Radio Frequency Bands, Radio Spectrum, AM, FM Wave	4	1	-	-	-	-	-	5
2.3 Public Radio, Private Radio, Community Radio, Ham Radio,	4	1	-	-	-	-	-	5
2.4 Terrestrial Digital Radio and Satellite Radio, Web Radio	4	1	-	-	-	-	-	5
2.5 Microphone And Its Types	2	-	-	-	-	-	-	2

Unit-III Technology of Television Transmission								
3.1 Brief History of Television Transmission	2	-	-	-	-	-	-	2
3.2 Television standard: NTSC, PAL and SECAM, HD TV	4	1	-	-	-	-	-	5
3.3 Digital Addressable Cable TV	3	-	-	-	-	-	-	3
3.4 DTH System, Conditional Access System (CAS), Pay Per View system	3	-	-	-	-	-	-	3
3.5 Mobile Communication Technology, TRAI	3	-	-	-	-	-	-	3

Unit -IV Technology of Photography and Videography, Imaging									
4.1 Photography, Different Types of Camera: Pin-hole camera, Point and Shoot camera, SLR and DSLR etc.	4	1	-	-	-	-	-	-	5
4.2 Concave and Convex Lenses and Mirrors, Image Formation. Mechanism of Aperture, Shutter, and Camera Body View Finds, Lenses, Camera Operation, Exposure Light Tables.	4	-	-	-	-	-	-	-	4
4.3 Digital Photography and Digital Image Formation, Auto Mode Vs. Manual Mode, Photo Editing Software	4	-	-	-	-	-	-	-	4
4.4 Basic Process of Videography, Types of Video Camera, Basic Operation of A Video Camera, Recording Formats (SD, HD)	4	-	-	-	-	-	-	-	4
4.5 Technical Aspects of Film: Cinematography, Introduction to Digital Video Editing	4	-	-	-	-	-	-	-	4

Unit - V Technology of Web-Based Media									
5.1 Development of Internet and WWW, Web Browsers, Search Engines	4	-	-	-	-	-	-	-	4
5.2 E-Mail, Twitter, Chatting, Blogs, Social Network Sites,	4	-	-	-	-	-	-	-	4
5.3 e-Paper, e-Magazines, Portal, Forums, Webcasting, Podcasting, Internet Radio	3	1	-	-	-	-	-	-	4
5.4 Convergence Technologies: Smart Phones, Interactive Television, Video Games, IPod, IPTV	3	-	-	-	-	-	-	-	3
5.5 e-Commerce, e-Governance, e-Publishing	4	-	-	-	-	-	-	-	4

Fundamental of Computer

Semester I, CCE1 (7874)

Total Credits=6 (15*6=90H)
Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I Computer Fundamentals	L	T	S	W	D	V	P	T
1.1 Definition : Generation & Basic Components of Computer	2	-	-	-	1	-	1	4
1.2 Input/ Output Device, Memory & Other Peripherals	2	-	-	-	1	-	1	4
1.3 Introduction to Operating System (Windows 98/X)	2	-	-	-	1	-	1	4
1.4 Function & feature of Operating System (Accessories, Control Panel, Desktop, Windows Explorer)	2	-	-	-	1	-	1	4

Unit-II Office Automation Tools : MS Word								
2.1 Introduction to MS Office Suit	1	-	-	-	1	-	2	4
2.2 Introduction to Word Processing	2	-	-	-	1	-	1	4
2.3 MS Word Interface, Tool and Menu	2	-	-	-	1	-	2	5
2.4 Document Editing & Formatting, Mail Merge & other Tools	2	-	-	-	1	-	3	6

Unit-III Office Automation Tools: MS Excel & MS Power Point								
3.1 MS Excel Interface, Tools & Menus	2	-	-	-	1	-	2	5
3.2 Creating Spreadsheet, Use of Function Charts & Graphs	1	-	-	-	1	-	2	4
3.3 MS Power Point Interface, Tools and Menus	1	-	-	-	1	-	2	4
3.4 Creating Slides, Inserting Multimedia Objects, Transitions and Custom Animation, Delivering Presentations	3	-	-	-	1	-	2	6

Unit-IV Introduction to Internet										
4.1	Brief History and Service of Internet (e-Mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet)	2	-	-	-	1	-	1		4
4.2	Internet Protocols (FTP, HTTP, TCP/IP)	2	-	-	-	1	-	1		4
4.3	Website Portals and Search Engines; Online Newspapers/Channels/Magazines	2	-	-	-	1	-	2		5
4.4	Advantages and Threats in Internet Communication	2	-	-	-	-	-	-		2

Unit-V Graphics & Photoshop										
5.1	Introduction to Graphics, Color Models and Modes	3	-	-	-	1	-	1		5
5.2	Graphic File Formats and their Applications	2	-	-	-	1	-	2		5
5.3	Adobe Photoshop Interface & Tools and Menus	3	-	-	-	1	-	2		6
5.4	Working With Layers, Filters, Masking and other Tools	3	-	-	-	1	-	1		5

Mans

Semester I, CCE2 (4875)

Anthropology of Mass Media

Total Credits=6 (15*6=90H)
Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I Introduction to Anthropology	L	T	S	W	D	V	P	T
1.1 Meaning of Discipline of Anthropology and its Branches	3	-	-	-	-	-	-	3
1.2 Introduction to Media Anthropology	3	-	-	-	-	-	-	3
1.3 Anthropology Schools in Mass Communication	3	-	-	-	-	-	-	3
1.4 Mass Media Anthropology in India	3	-	-	-	-	-	-	3

Unit-II Media and Cultural Anthropology								
2.1 Anthropological Theory for the Mass Media	2	-	-	-	-	-	-	2
2.2 Cultural and Cross Cultural Transmission by Media	2	-	-	-	-	-	-	4
2.3 The Profanity of the Media	2	-	-	-	-	-	-	4
2.4 The Emergence of new characters and stories and News as Myth: Daily News and Eternal Stories	2	-	-	-	-	-	-	4

Unit-III Audience Ethnography and Anthropology								
3.1 Performing Media: Toward an Ethnography of Inter-textuality	2	-	-	-	-	-	-	4
3.2 Audience Ethnographies: Media Engagement Approach	2	-	-	-	-	-	-	4
3.3 Picturing Practices: Visual Anthropology and Media Ethnography	2	-	-	-	-	-	-	4
3.4 The Public Sphere: Linking the Media and Civic Cultures	2	1	-	-	-	-	-	5

Unit-IV Tribal and Religious Anthropology										
4.1 Indigenous Identity in India, Tribal and Taboos Representation by Media	6	-	-	-	-	-	-	-	-	6
4.2 Media Myth and Reality on Tribal Identity, The Mass Media and the Transformation of Collective Identity of Tribes	6	-	-	-	-	-	-	-	-	6
4.3 Media Text in Religious Harmony and Disharmony Emergence of Religious Forms, Rituals, Practices In Media	6	-	-	-	-	-	-	-	-	6
4.4 Emergence of Language in Media and Emergence of Visuals , Signs and Symbols	6	-	-	-	-	-	-	-	-	6

Unit-V Portfolios and Case Studies										
5.1 Prepare Portfolio on Indian Cultural Anthropology	-	-	-	-	-	-	-	-	6	6
5.2 Prepare Portfolio on Indian Ethnography	-	-	-	-	-	-	-	-	6	6
5.3 Prepare Portfolio on Indian Tribes and their representation in Media	-	-	-	-	-	-	-	-	5	5
5.4 Prepare Portfolio on Indian Religions (any one) and their representation in Media	-	-	-	-	-	-	-	-	6	6

M. Suresh

Semester-II, CCC4 (4881)

Mass Communication Process

Total credits-6 (15*6=90H)
Max Marks 100, Distribution of Marks= 80 Th. + 20 Int.

Unit-I Process and Models of Communication-I	L	T	S	W	D	V	P	T
1.1 Social Group, Crowd, Folk, Mass, Public, Audience, Reader, Viewer- Concept, Interpretation, and Difference/Discrimination	2	1	-	-	-	-	-	3
1.2 Process of Group Communication	2	1	-	-	-	-	-	3
1.3 Concept and Functions of Mass Communication	2	1	-	-	-	-	-	3
1.4 Models of Mass Communication, Gerbner's Model, Wilbur Schramm's Model of Mass Communication	3	1	-	-	-	-	-	4
1.5 Bharatmuni's Model of Drama-Dance	2	1	-	-	-	-	-	3

Unit-II Process and Models of Communication-II								
2.1 Sahridaya and Sadharanikaran - Concept and Interpretation	3	1	-	-	-	-	-	4
2.2 Effect of Mass Communication: Bullet Theory, Action Reaction, Two Step and Multi Step	3	1	-	-	-	-	-	4
2.3 Uses and Gratification, Gate keeping, Cultivation Theory, Lass Well's Concept of Mass Communication, Agenda Setting and Media	3	1	-	-	-	-	-	4
2.4 Media: Concept and Interpretation, Types of Media and Advantages of Each Media	3	1	-	-	-	-	-	4
2.5 Convergence Management	2	1	-	-	-	-	-	3

Unit-III Media Theories												
3.1	Characteristics of Audience: Creativity and Power	2	1	-	-	-	-	-	-	-	-	3
3.2	Concept and Role of Media : Dictatorship Media, Libertarian, Social Responsible,	3	1	-	-	-	-	-	-	-	-	4
3.3	Democratic Media, Dependency Theory	3	1	-	-	-	-	-	-	-	-	4
3.4	Russian Formation of Media, Participatory Media	3	1	-	-	-	-	-	-	-	-	4
3.5	Development Media, Business Media	2	1	-	-	-	-	-	-	-	-	3

Unit-IV Reach and Effect												
4.1	Media Persons : Qualities and Skills, Different Tasks, Characteristics of a Perfect Media Person	3	1	-	-	-	-	-	-	-	-	4
4.2	Formation of Media in India, Reach, Effect	3	1	-	-	-	-	-	-	-	-	4
4.3	Impact of Mobile, Computer and Internet on Traditional Media	3	1	-	-	-	-	-	-	-	-	4
4.4	Role of Mass Media in Development	2	1	-	-	-	-	-	-	-	-	3
4.5	Media and Culture	2	1	-	-	-	-	-	-	-	-	3

Unit-V Public Broadcasting and Moral Values												
5.1	Moral Values and Codes of Ethics In Media Work	3	1	-	-	-	-	-	-	-	-	4
5.2	Public Broadcasting	2	1	-	-	-	-	-	-	-	-	3
5.3	Community Media: Need and Interpretation	3	1	-	-	-	-	-	-	-	-	4
5.4	Alternative Media : Parallel Media and Social Media	3	1	-	-	-	-	-	-	-	-	4
5.5	Citizen Journalism, Participatory Media	3	1	-	-	-	-	-	-	-	-	4



Semester-II, CCC5 (4882)

Media Research Methods and Tools

Total credits-6 (15*6=90H)

Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I Historical or Exploratory Methods	L	T	S	W	D	V	P	T
1.1 Primary and Secondary Data, Qualitative and Quantitative Data	2	1	-	-	-	-	-	3
1.2 Sources of Historical Data	2	1	-	-	-	-	-	3
1.3 Methods of Exploratory Research, Case Analysis, Focus Groups	4	1	-	-	-	-	-	5
1.4 In-Depth Interview, Pilot Study, Literature Search	4	1	-	-	-	-	-	5
1.5 Reliability and Validity of Data	3	-	-	-	-	-	-	4

Unit-II - Descriptive Research Methods and Tools								
2.1 Longitudinal, Cross Sectional	2	1	-	-	-	-	-	3
2.2 Census, Survey and Types of Survey	2	2	-	-	-	-	-	6
2.3 Panel Study, Trend Study	3	-	-	-	-	-	-	4
2.4 Schedule and Questionnaire and Observation	3	-	-	-	-	-	-	4
2.5 Code Book, Pre Testing of Questionnaire	2	-	-	-	-	-	-	4

Unit-III - Content Analysis Method								
3.1 Meaning, Definition	2	1	-	-	-	-	-	3
3.2 Unit of Analysis, Steps of Content Analysis	2	1	-	-	-	-	-	4
3.3 Qualitative Content Analysis	2	-	-	-	-	-	-	3
3.4 Quantitative Content Analysis	2	-	-	-	-	-	-	4
3.5 Uses of Content Analysis	2	-	-	-	-	-	-	3

[Handwritten signature]

Unit-IV - Measurement Scale and Distributions												
4.1 Rating Scale	2	-	-	-	-	-	-	-	-	1	3	
4.2 Likert Scale	2	-	-	-	-	-	-	-	-	2	3	
4.3 Attitude Scales	2	-	-	-	-	-	-	-	-	1	3	
4.4 Thurston Scales, Guttman Scale	2	-	-	-	-	-	-	-	-	2	4	
4.5 Research NOIR, Nominal, Ordinal, Interval, Ratio	2	-	-	-	-	-	-	-	-	2	4	

Unit-V - Sampling Technique												
5.1 Population, Sample, Sampling Frame	3	-	-	-	-	-	-	-	-	-	3	
5.2 Probability Sampling Technique	3	-	-	-	-	-	-	-	-	-	3	
5.3 Non-Probability Sampling Technique	3	-	-	-	-	-	-	-	-	-	3	
5.4 Sampling Matrix	3	-	-	-	-	-	-	-	-	-	3	
5.5 Sampling Problems, Bias and Errors	3	-	-	-	-	-	-	-	-	-	3	

Wm

Semester-II, CCC6 (4883)

Data Analysis and Interpretation

Total credits-6 (15*6=90H)

Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I Analysis of Data	L	T	S	W	D	V	P	T
1.1 Interpretation of Data: Meaning & Definition	2	1	-	-	-	-	-	3
1.2 Need for Interpretation	2	1	-	-	-	-	-	3
1.3 Process, Precautions of Interpretation	2	-	-	-	-	-	-	2
1.4 Unit of Coding, Coding Patterns, Pre-Coding	3	1	-	-	-	-	-	4
1.5 Significance of Data Interpretation	1	1	-	-	-	-	-	2

Unit-II Data Processing								
2.1 Coding and Classification of Data	2	1	-	-	1	-	-	4
2.2 Tabulation of Data	2	1	-	-	1	-	-	4
2.3 Univariate Analysis	2	1	-	-	-	-	-	3
2.4 Bivariate Analysis	2	1	-	-	1	-	-	4
2.5 Multivariate Analysis	3	1	-	-	1	-	-	5

Unit-III Diagrammatic Presentation of Data								
3.1 Need of Diagrammatic Presentation	2	1	-	-	-	-	-	3
3.2 Management of Micro and Meta Data,	2	-	-	-	3	-	-	5
3.3 Diagrammatic Representation of Data, Bar Diagram, Overlapping Bar Diagram, Component of Bar Diagram, Histogram	3	-	-	-	3	-	-	6
3.4 Pie Chart, Line Graph, Frequency Polygon	2	-	-	-	3	-	-	5
3.5 Scatter Plot	2	1	-	-	1	-	-	4

Wm

Unit-IV Qualitative and Quantitative Data Analysis												
4.1	Process and Record Data Immediately	3	-	-	-	-	-	-	-	-	-	3
4.2	Analyzing as Data is Collected, Data Reduction	3	-	-	-	-	-	-	-	-	-	3
4.3	Identifying Meaningful Patterns and Themes, Data Display, Conclusion Drawing and Verification	4	1	-	-	-	-	-	-	-	-	5
4.4	Frequencies of Variables, Frequency Percentage, Mean, Median, Mode, Correlation, Central Tendency	3	-	-	-	-	3	-	-	-	-	6
4.5	Interpretation of Data	2	1	-	-	-	-	-	-	-	-	3

Unit-V Scientific and Sociological Analysis												
5.1	Meaning of Semiotics	2	-	-	-	-	-	-	-	-	-	2
5.2	Semiotics Analysis of Differed Media	2	1	-	-	-	-	-	-	-	-	3
5.3	Syntagmatic Analysis & Paradigmatic Analysis	3	1	-	-	-	-	-	-	-	-	4
5.4	Meaning of Sociological Analysis	2	-	-	-	-	-	-	-	-	-	2
5.5	Various Classes of Sociological Analysis	2	-	-	-	-	-	-	-	-	-	2

Multimedia and Research

Semester-II, CCE3 (4884)

Total Credits=5 (4+1=5) (60H+30H=90H)
Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I Introduction to Multimedia	L	T	S	W	D	V	P	T
1.1 Definition and Elements of Multimedia	2	-	-	-	-	-	-	2
1.2 Hardware & Software Tools of Multimedia	3	-	-	-	-	-	-	3
1.3 Image, Audio	2	1	-	-	1	-	1	5
1.4 Video and Animation File Formats	3	1	-	-	1	-	-	5

Unit-II Digital Graphics-Using Adobe Photoshop								
2.1 Various Types of Selection Methods	2	-	-	-	1	-	2	5
2.2 Layer Masking & Vector Masking – Layer Styles	1	1	-	-	1	-	2	5
2.3 Image Optimization Techniques	2	-	-	-	1	-	2	5
2.4 Filters & Plug-ins	2	-	-	-	1	-	2	5

Unit-III Digital Graphics - Using Coral Draw - I								
3.1 Tools Graphics - Using Coral Draw	2	-	-	-	1	-	2	5
3.2 Vector Graphics Designing	2	-	-	-	1	-	2	5
3.3 Image Restoration	2	-	-	-	1	-	2	5
3.4 Working with Various Page Layout	2	-	-	-	1	-	2	5

Unit-IV Digital Graphics - Using Coral Draw - II								
4.1 Hoarding & Paper Advertising	4	-	-	-	-	-	-	4
4.2 Brochure & Book Designing	2	-	-	-	1	-	3	6
4.3 Working with Dockers	2	-	-	-	1	-	3	6
4.4 Exporting Image & File Format	1	-	-	-	1	-	2	4

M. Nand

Unit-V Introduction to Desktop Publishing - Quark X Press										
5.1 The Interface – Introduction, Creating , Opening and Saving Open Document	1	-	-	-	-	1	-	1	3	
5.2 The Tool Palette - Item Tool, Content Tool, Rotation Tool, Zoom Tool, Text Box Tool, Picture Box Tool, Line Tool, Link & Unlink, Tool etc.	2	-	-	-	-	1	-	1	4	
5.3 Formatting Text, Creating Picture Box, Resize Picture Box, Import Picture, Move Picture In the Box, Resize Picture within a Box, Cropping Picture	2	-	-	-	-	1	-	2	5	
5.4 Text & Image Measurement Palette, Text over image, wrap text around picture box, Clipping Paths	1	-	-	-	-	1	-	1	3	

M. S. S.

Semester-II, CCE4 (4885)

Elementary Statistics and SPSS

Total Credits=6 (15*6=90H)

Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I – Introduction	L	T	S	W	D	V	P	T
1.1 An Overview of Statistics: Meaning, Definition and Characteristics	2	1	-	-	-	-	-	3
1.2 Nature, Importance and Limitations of Statistics	2	-	-	-	-	-	-	2
1.3 Types of Variables (Continuous and Discrete) and Levels of Measurement (NOIR)	2	-	-	-	-	-	-	2
1.4 Importance of Statistics in Media Research (With reference to Content-analysis, Code Book Preparation and Coding)	2	-	-	-	-	-	1	3

Unit-II – Descriptive Statistics								
2.1 Statistical Series: Importance and Limitations	2	-	-	-	-	1	-	3
2.2 Measures of Central Tendency: Arithmetic Mean, Median, Mode	2	-	-	-	-	3	-	4
2.3 Measures of Variability I: Range and Mean Deviation	2	-	-	-	-	2	-	2
2.4 Measures of Variability II: Quartile Deviation and Standard Deviation	2	-	-	-	-	2	-	3

Unit-III- Introduction to SPSS								
3.1 An Overview and Major features of SPSS	1	-	-	-	-	-	-	1
3.2 Nature and Concept of SPSS	2	-	-	-	-	-	-	2
3.3 Basic Features of SPSS: Menu and Options	2	-	-	-	-	-	-	2
3.4 Data Entry, Data Editing and Data Deletion in SPSS	1	-	-	-	-	1	-	3

Handwritten signature

Unit-IV – Descriptive Statistics through SPSS									
4.1 Calculation of Frequency analysis	2	-	-	-	2	-	1	5	
4.2 Graphical Representation of Data	1	-	-	-	2	-	1	4	
4.3 Calculation of Mean, Median and Mode	2	-	-	-	2	-	1	5	
4.4 Transformation of Data and Saving of Data	2	-	-	-	2	-	1	5	

Unit-V - Quantitative Analysis									
5.1 Reliability and Consistency Analysis: Uses and Interpretation	2	-	-	-	2	-	2	6	
5.2 Normality Analysis: Uses and Interpretation	1	-	-	-	2	-	1	4	
5.3 T-Test: Uses and Interpretation	1	-	-	-	2	-	4	7	
5.4 Correlation Analysis: Uses and Interpretation	1	-	-	-	2	-	4	7	



Audience and Opinion Research

Semester-III, CCC7 (4886)

Total Credits=6 (15*6=90H)
Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I Introduction to Audience Research	L	T	S	W	D	V	P	T
1.1 Introduction, Concept of Audience Research	2	1	-	-	-	-	-	3
1.2 Early Audience Researches	2	-	-	-	-	-	-	2
1.3 Applied Versus Theoretical Research	3	2	-	-	-	-	-	5
1.4 Audience Research Theories	3	2	-	-	-	-	-	5
1.5 Rating Analysis Research	3	-	-	-	-	-	-	3

Unit-II Measuring Audiences								
2.1 Audience Research Units	3	1	-	-	-	-	-	4
2.2 Media Industry, Audience Measurement (TV, Radio, Print)	4	-	-	-	-	-	-	4
2.3 TAM, TRP, Audience Ratings	3	-	-	-	-	-	-	3
2.4 New Media Audience Measurement	3	-	-	-	-	-	-	3
2.5 Concept of Interactivity and Fragmentation	3	-	-	-	-	-	-	3

UNIT-III Theories and Polls								
3.1 Sources of Public Opinion	4	-	-	-	-	-	-	4
3.2 Pre-Poll, Exit Poll, Opinion Poll	4	-	-	-	-	-	-	4
3.3 Market and Social Surveys	3	1	-	-	-	-	-	4
3.4 Tracking Polls, Computer Polls	3	-	-	-	-	-	-	3
3.5 Theories of Attitudes, Attitude Change, Public Opinion	4	-	-	-	-	-	-	4

Unit-IV Public Opinion Research												
4.1 Concept and Scope of Public Opinion Research			4	-	-	-	-	-	-	-	-	4
4.2 Early Public Opinion Researches			4	-	-	-	-	-	-	-	-	4
4.3 Public Opinion, Mass Media and Democracy			2	2	-	-	-	-	-	-	-	4
4.4 Political Opinion in Programming			3	-	-	-	-	-	-	-	-	3
4.5 Political Opinion in Social Policy			3	-	-	-	-	-	-	-	-	3

Unit-V Portfolio and Case study (Research Practice)												
5.1 Feedback study (Research Practice)			-	-	-	-	-	-	-	-	-	4
5.2 Feed forward study (Research Practice)			-	-	-	-	-	-	-	-	-	4
5.3 Case study of Public opinion (Summary)			-	-	-	-	-	-	-	-	-	3
5.4 Case study of Political opinion (Summary)			-	-	-	-	-	-	-	-	-	4
5.5 Case study of consumer opinion (Summary)			-	-	-	-	-	-	-	-	-	3

Wang

New Media Research

Semester-III, CCC8 (4887)

Total Credits=6 (15*6=90H)
Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I Introduction of New Media	L	T	S	W	D	V	P	T
1.1 New Media, Concept and Characteristics	2	1	-	-	-	-	-	3
1.2 Development of New Media	2	1	-	-	-	-	-	3
1.3 Different forms of New Media	3	1	-	-	-	-	-	4
1.4 Proliferation of Webbased Services	2	1	-	-	-	-	-	3
1.5 Document Analysis in New Media	2	1	-	-	-	-	-	3

Unit-II New Media and Society								
2.1 Theoretical Perspective of New Media	2	1	-	-	-	-	-	3
2.2 Diffusion of New Media	3	1	-	-	-	-	-	4
2.3 Virtual and Social Networking Communities	2	1	-	-	-	-	-	3
2.4 Tool and Design for Internet-Mediated Research	2	2	-	-	-	-	-	4
2.5 Sampling In Internet-Mediated Research	2	1	-	-	-	-	-	3

Unit-III Tools and Techniques								
4.1 Process of New Media Research	2	1	-	-	-	-	-	3
4.2 Online Panels, Web Survey, Advanced Analysis	2	1	-	-	-	-	-	3
4.3 Online Interviews and Focus Group Discussion Forums, Observations and Chat	3	2	-	-	-	-	-	5
4.4 Web Content Analysis	3	1	-	-	-	-	-	4
4.5 Longitudinal Analysis	2	1	-	-	-	-	-	3

Unit-IV Ethical Issues in New Media Research									
5.1 Brief Introduction of Cyber Laws, Cyber Ethics	2	2	-	-	-	-	-	-	4
5.2 Convergence, Hacking, Legal Issues, Future of Web Survey,	4	2	-	-	-	-	-	-	6
5.3 Reliability and Validity of Content in New Media Research	2	1	-	-	-	-	-	-	3
5.4 Technological Issues in New Media Research	2	1	-	-	-	-	-	-	3
5.5 Business and Social Issues	2	2	-	-	-	-	-	-	4

Unit-V Research Practices (Portfolio)									
3.1 Web Logs, Blogs, Social Networking Sites	-	-	-	-	-	-	-	-	4
3.2 New Media and Entertainment	-	-	-	-	-	-	-	-	4
3.3 Online Trading and e-commerce	-	-	-	-	-	-	-	-	4
3.4 Online Advertising and e-PR, e governance, m-health	-	-	-	-	-	-	-	-	4
3.5 Network Analysis	-	-	-	-	-	-	-	-	3

Advanced Statistics and SPSS

Semester-III, CCC9 (4888)

Total credits-6 (15*6=90H)

Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I – Correlation Analysis	L	T	S	W	D	V	P	T
1.1 Meaning, Concept and Characteristics of Correlation	1	1	-	-	-	-	-	2
1.2 Types of Correlation: Basic type (Positive, Negative and Zero), Linearity Based Linear, Non-linear and Curvilinear	1	1	-	-	-	-	1	3
1.3 Partial Correlation: Pearson's Product Moment Correlation and Spearman's Rank Order Correlation	1	1	-	-	-	-	1	3
1.4 Determination of Correlation by Graphical Methods and Coefficient of Correlation	1	1	-	-	-	-	1	3
1.5 Concept of Multi-co linearity and Multiple Correlation	1	1	-	-	-	-	1	3

Unit-II – Test of Significance								
2.1 Concept and Application of Hypothesis testing and Test of Significance	1	1	-	-	-	-	-	2
2.2 Types of Errors, Level of Significance, Critical region, One-tailed and Two-tailed Tests, Size and Power of a Test, Degrees of Freedom	1	1	-	-	-	-	1	3
2.3 T-Test: Independent Sample T-Test, Paired T-Test	2	1	-	-	1	-	2	6
2.4 Chi-square Test: Meaning and Application	1	1	-	-	-	-	2	4
2.5 Test of Goodness of Fit, Test in One-way Classification, Contingency Table, Test of Independence of Factors, Yates Correction	2	1	-	-	-	-	2	5

Unit-III – Analysis of Variance (ANOVA) and Time Series													
3.1 Cross Tabulation and Chi-square test with SPSS	2	1	-	-	-	-	-	-	-	-	-	2	3
3.2 One-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS	2	1	-	-	-	-	-	-	-	-	-	2	5
3.3 Two-way ANOVA: Meaning, Interpretation, Application and Calculation with SPSS	2	1	-	-	-	-	-	-	-	-	-	2	5
3.4 Post-hoc Measurement	2	1	-	-	-	-	-	-	-	-	-	2	5
3.5 Time Series Analysis	1	1	-	-	-	-	-	-	-	-	-	1	3

Unit-IV – Factor Analysis Methods													
4.1 Factor Analysis: Meaning, Interpretation, Application	1	1	-	-	-	-	-	-	-	-	-	-	2
4.2 Principle Component Method with Varimax Rotation	1	1	-	-	-	-	-	-	-	-	-	2	4
4.3 KMO Bartlett's Test for Validity with SPSS	1	1	-	-	-	-	-	-	-	-	-	2	4
4.4 Identification of Factors through Loading with SPSS	1	1	-	-	-	-	-	1	-	-	-	2	5
4.5 Advantage and Limitations of Factor Analysis	1	1	-	-	-	-	-	-	-	-	-	-	2

Unit-V – Regression													
5.1 Meaning, Application and Interpretation of Regression and its terms- R, R ² , Alpha-coefficient, Beta-coefficient, t-value in Regression Analysis	2	-	-	-	-	-	-	-	-	-	-	-	2
5.2 Linear Regression Analysis	2	-	-	-	-	-	-	-	-	-	-	1	3
5.3 Multiple Regression Analysis and Types: Simple, Hierarchical and Stepwise	3	-	-	-	-	-	-	1	-	-	-	2	6
5.4 Concept and Application of Multiple Correlation and Regression, Relationship between Correlation coefficient and Regression coefficient	2	-	-	-	-	-	-	-	-	-	-	2	4
5.5 Advantage and Assumption and Uses of Regression Analysis in Research Paper	2	-	-	-	-	-	-	-	-	-	-	1	3

W

Qualitative Research

Semester III, CCE5 (4889)

Total Credits=6 (15*6=90H)
Max Marks 100, Distribution of Marks= 80 Th. + 20 Int.

Unit-I Introduction to Qualitative Research Methods	L	T	S	W	D	V	P	T
1.1 Nature of Qualitative Research	2	-	-	-	-	-	-	2
1.2 Assumptions of Qualitative Research	2	-	-	-	-	-	-	2
1.3 Nature of Reality and Role of Researcher in Qualitative Research	3	-	-	-	-	-	-	3
1.4 Issues in Qualitative Research—Subjectivity, Power, Validity and Triangulation	3	-	-	-	-	-	-	3

Unit-II Focus Group Discussions								
2.1 Introduction to Focus Group Discussions	2	-	-	-	-	-	-	2
2.2 Focus Group Discussion Techniques and Applications	4	1	-	-	-	-	-	7
2.3 Report writing on Conduction, Execution and Conclusions obtained by Focus Group Discussions	4	1	-	-	-	-	-	7
2.4 Implementation and Evaluation Challenges of Focus Group Discussions	2	1	-	-	-	-	-	3

Unit-III Textual Methods-I								
3.1 Thematic Analysis Method: Techniques and Applications	4	-	-	-	-	-	-	6
3.2 Report writing, Implementation and Evaluation Challenges of Thematic Analysis Method	4	-	-	-	-	-	-	6
3.3 Narrative Analysis Method: Techniques and Applications	4	-	-	-	-	-	-	6
3.4 Report writing, Implementation and Evaluation Challenges of Narrative Analysis Method	4	-	-	-	-	-	-	6

Unit-IV Textual Methods-II										
4.1 Conversational Analysis Method: Techniques and Applications	3	-	-	-	-	-	-	-	2	5
4.2 Report writing, Implementation and Evaluation Challenges of Conversational Analysis Method	4	1	-	-	-	-	-	-	1	6
4.3 Discourse Analysis Method: Techniques and Applications	3	-	-	-	-	-	-	-	2	5
4.4 Report writing, Implementation and Evaluation Challenges of Discourse Analysis Method	3	-	-	-	-	-	-	-	2	5

Unit-V Ethical Issues in Qualitative Research										
5.1 Issues of Analyzing, Interpreting and Representing Qualitative data.	3	-	-	-	-	-	-	-	-	3
5.2 Researcher's self in Qualitative work- Issues of Voice and Silence in Qualitative work, Issues related with the role of Human subjectivity	3	-	-	-	-	-	-	-	2	5
5.3 Working with Subjugated Narratives and Listening to stories that "cannot be told", Listening to Narratives of loss and Trauma	3	-	-	-	-	-	-	-	2	5
5.4 Issues of Special Consideration in Research of Gender Sensitive Research, Issues of Special Consideration in Researching with Children	3	-	-	-	-	-	-	-	-	3

Shweta

Political Communication Research

Semester III, CCE6 (4890)

Total Credits=6 (15*6=90H)
Max Marks 100, Distribution of Marks= 80 Th. + 20 Int.

Unit-I Introduction and Theoretical Framework									
	L	T	S	W	D	V	P	T	
1.1 Theoretical Framework for Political Communication Research	2	-	-	-	-	-	-	2	
1.2 Political Communication Research Designs-Survey, Panel Study, Cross Section Research	2	1	-	-	-	-	-	3	
1.3 Methods and Tools of Political Communication Research	2	-	-	-	-	-	-	2	4
1.4 Secondary Analysis of Data	2	-	-	-	-	-	-	2	4

Unit-II Analysis and Political Communication									
2.1 Meta Analysis of Political Communication	4	-	-	-	-	-	-	-	4
2.2 Discourse Analysis of Political Communication	4	-	-	-	-	-	-	2	6
2.3 Time Series Analysis	4	-	-	-	-	-	-	2	6
2.4 Multistage Stage Analysis	4	-	-	-	-	-	-	2	6

Unit-III Research in Political Message									
3.1 Concept of Rhetoric and Politics	2	-	-	-	-	-	-	2	4
3.2 Concept of Political Advertising	2	-	-	-	-	-	-	2	4
3.3 Political Campaign, Political Debates	2	-	-	-	-	-	-	2	4
3.4 Content Analysis and Image Bite Analysis	2	1	-	-	-	-	-	2	5

Unit-IV Media Coverage Analysis of Politics									
4.1 Coverage Analysis of Political Campaign	3	-	-	-	-	-	-	2	5
4.2 Agenda Setting Research, Diffusion of Innovation	4	-	-	-	-	-	-	2	6
4.3 Gate-Keeping Research	3	-	-	-	-	-	-	2	5
4.4 Spiral of Silence, Public Sphere	4	-	-	-	-	-	-	2	6

Unit-V Trends in Political Communication Research									
5.1 National Political Communication Research	3	-	-	-	-	-	-	-	3
5.2 International Political Communication Research	3	-	-	-	-	-	-	-	3
5.3 Digital Media and Political Communication Research	4	-	-	-	-	-	-	2	6
5.4 Emerging Conceptual Framework for Political Communication Research	4	-	-	-	-	-	-	-	4

M. J. J.

Semester-IV, CCC10 (4891)

Research Report Writing

Total Credits=6 (15*6=90H)
Max Marks 100, Distribution of Marks= 80 Th. + 20 Int.

Unit-I Basics of Report Writing	L	T	S	W	D	V	P	T
1.1 Meaning and Objectives of Report Writing	2	1	-	-	-	-	-	3
1.2 Need and importance of Report Writing	2	1	-	-	-	-	-	3
1.3 Style and language of Research Report	2	1	-	-	-	-	-	3
1.4 Steps of Report Writing	3	1	-	-	-	-	-	4
1.5 Importance of Computer in Report Writing	2	1	-	-	-	-	-	3

Unit-II Content of Report -I								
2.1 Types of Research Report	3	1	-	-	-	-	-	4
2.2 General Format of Research Report	3	1	-	-	-	-	-	4
2.3 Major Contents of Report	3	1	-	-	-	-	-	4
2.4 Role of Charts & Diagrams in Research Report	3	1	-	-	-	-	-	4
2.5 Barriers of Report Writing & Thesis Solution	2	1	-	-	-	-	-	3

Unit-III Process of Report Writing								
3.1 Main text of the Report	2	1	-	-	-	-	-	3
3.2 Writing of Quotations, Footnotes	3	1	-	-	-	-	-	4
3.3 Importance of Literature Citation, References and Bibliography Review in Report Writing	2	1	-	-	-	-	-	3
3.4 Bibliography and References	3	1	-	-	-	-	-	4
3.5 Indexing & Abbreviations	2	1	-	-	-	-	-	3

Unit-IV Format of Various Report Writing												
4.1 Report Writing for Academic Projects	3	1	-	-	-	-	-	-	-	-	-	4
4.2 Report Writing of Institutional Projects	2	1	-	-	-	-	-	-	-	-	-	3
4.3 Report Writing of Social Projects	3	1	-	-	-	-	-	-	-	-	-	4
4.4 Report of Project	2	1	-	-	-	-	-	-	-	-	-	3
4.5 Sponsored Project	2	1	-	-	-	-	-	-	-	-	-	3

Unit-V Research Publication												
5.1 Format of Research Proposals	3	1	-	-	-	-	-	-	-	-	-	4
5.2 Format of Summary	3	1	-	-	-	-	-	-	-	-	-	4
5.3 Format of Research Abstracts & Keywords	3	1	-	-	-	-	-	-	-	-	-	4
5.4 Types of Publication – Journals, Books etc.	3	1	-	-	-	-	-	-	-	-	-	4
5.5 Plagiarism	4	1	-	-	-	-	-	-	-	-	-	5

New Trends in Media Research

Semester-IV, CCC11 (4892)

Total credits-6 (15*6=90H)
Max Marks 100, Distribution of Marks= 80 Th. + 20 Int.

Unit-I Different Perspectives of Media Research	L	T	S	W	D	V	P	T
1.1 Modern Perspective : Contribution of Wilbur Schramm, Daniel Lerner, E.M. Rogers	2	-	-	-	-	-	-	2
1.2 New Emerging Perspectives	2	1	-	-	-	-	-	3
1.3 Media Consumption and Research	2	2	-	-	-	-	-	4
1.4 Media Priming	3	-	-	-	-	-	-	3
1.5 Indian Perspective of Communication Research	4	-	-	-	-	-	-	4

Unit-II Historical and New Trends-I								
2.1 Current Perspective on Gratification Research, Paradigm Theory	3	1	-	-	-	-	-	4
2.2 Trends of Readership Research	4	1	-	-	-	-	-	5
2.3 Trends of Feedback, Feed Forward Research	2	1	-	-	-	-	-	3
2.4 Trends of Diffusion of Innovations	4	1	-	-	-	-	-	5
2.5 Trends in Media Evaluation Research	2	1	-	-	-	-	-	3

Unit-III Historical and New Trends-II								
3.1 Trends of Advertising Research	4	1	-	-	-	-	-	5
3.2 Trends in Marketing Research	2	1	-	-	-	-	-	3
3.3 Trends in Mobile Content Research	3	1	-	-	-	-	-	4
3.4 trends in New Media Research	2	1	-	-	-	-	-	3
3.5 Trends of Media Research (Print, Radio and Television)	4	1	-	-	-	-	-	5



Unit-IV New Trends in Different communication												
4.1 Trends in Development Communication Research	2	-	-	-	-	-	-	-	-	-	-	2
4.2 Trends in Health Communication Research	3	1	-	-	-	-	-	-	-	-	-	4
4.3 Trends in Media Policy Research	2	-	-	-	-	-	-	-	-	-	-	2
4.4 Trends in Community Communication Research	2	-	-	-	-	-	-	-	-	-	-	2
4.5 Trends in Participatory Communication Research	2	-	-	-	-	-	-	-	-	-	-	2

Unit-V Organizations and Research												
5.1 Relationship and Interplay between Research Organization and Media Industries	3	1	-	-	-	-	-	-	-	-	-	4
5.2 Indian Milestones in the area of Media Research SITE, KCP, JDCP	4	1	-	-	-	-	-	-	-	-	-	5
5.3 Media Research in Asia, USA, UK, Australia, and Other Countries	4	-	-	-	-	-	-	-	-	-	-	4
5.4 UNO, UNICEF, UNDP, WHO and research	4	1	-	-	-	-	-	-	-	-	-	5
5.5 Media EDUCATION trends in India, Asian region and World	4	-	-	-	-	-	-	-	-	-	-	4

Mans

Semester-IV, CCC12 (4893)

Marketing and Advertising Research

Total Credits=6 (15*6=90H)
Max Marks 100, Distribution of Marks= 50 Th. + 30 P + 20 Int.

Unit-I Introduction to Marketing and Advertising Research	L	T	S	W	D	V	P	T
1.1 Meaning, Definition and brief history of Marketing Research	3	1	-	-	-	-	-	4
1.2 Its Scope and Utility, Relevance of Marketing Research in Advertising	3	-	-	-	-	-	-	3
1.3 Ethics in Marketing Research	2	2	-	-	-	-	-	4
1.4 Meaning, Definition, Characteristics of Advertising Research, Scope and Utility	2	-	-	-	-	-	-	2
1.5 Creative Tactics, Coordination and Budgeting, Implementation and Execution of Advertising Campaign, Applying Research to Advertising Strategy	2	-	-	-	-	-	-	2

Unit-II Marketing Research Stages/ Planning and Research								
2.1 Approaches and Types of Marketing Research	4	1	-	-	-	-	-	5
2.2 Stages of Planning in Marketing Research	3	1	-	-	-	-	-	4
2.3 Scheduling in Marketing Research, Tools and Techniques	4	1	-	-	-	-	-	5
2.4 Role and Importance of Consumer Behaviour in Marketing Research	3	-	-	-	-	-	-	3
2.5 Processing and Execution of Marketing Research Techniques and Strategies	3	-	-	-	-	-	-	3

Unit-III Process of Marketing Research													
3.1 Budgeting and Advertising Campaigns	2	-	-	-	-	-	-	-	-	-	-	-	2
3.2 Implementation and Application of Marketing Research	3	1	-	-	-	-	-	-	-	-	-	-	4
3.3 Traditional and Popular Concurrent Applications of Marketing Research	4	1	-	-	-	-	-	-	-	-	-	-	5
3.4 Customer Satisfaction and Total Quality Management	3	1	-	-	-	-	-	-	-	-	-	-	4
3.5 Overall Evaluation of Processing of Marketing Research	3	-	-	-	-	-	-	-	-	-	-	-	3

Unit-IV Advertising Research in Current Scenario													
4.1 Media in Advertising and Virtual Communication	3	2	-	-	-	-	-	-	-	-	-	-	5
4.2 Globalization and Challenges in Advertising	3	2	-	-	-	-	-	-	-	-	-	-	5
4.3 New Media Technology and Advertising Trends	3	1	-	-	-	-	-	-	-	-	-	-	4
4.4 Brand Equity and Brand Management	3	-	-	-	-	-	-	-	-	-	-	-	3
4.5 Advertising Research and Public Relations	3	1	-	-	-	-	-	-	-	-	-	-	4

Unit-V Portfolio and Study of Research													
5.1 Portfolio on marketing research	-	-	-	-	-	-	-	-	-	-	-	3	3
5.2 Portfolio on advertising research	-	-	-	-	-	-	-	-	-	-	-	3	3
5.3 Study a Case study on marketing research and prepare its summary	-	-	-	-	-	-	-	-	-	-	-	3	3
5.4 Prepare tool for advertising research	-	-	-	-	-	-	-	-	-	-	-	3	3
5.5 Conduct a small Marketing Research Survey	-	-	-	-	-	-	-	-	-	-	-	4	4

Mhanna

Minor Project

Semester IV, CCE7 (4894)
Report – 50 Marks, Viva- 30 (15 Internal & 15 External)

Total Credits=4 (2+1+1=4) (15*6=90H)
Max Marks 100, Distribution of Marks= 80 P + 20 Int.

OBJECTIVE

To orient students to apply their knowledge of research methods into analyzing a communication problem/to participate as a researcher in a group research project, following all the steps of research methods and prepare a research report.

GUIDELINES FOR DISSERTATION WRITING

1. Each student is required to write a dissertation on any topic related to communication and will have to seek approval of the Head for her/his dissertation plan. She/he will have to work under the supervision of an expert, approved by the Head of the Center. The supervisor can be from the Center or from outside, (with the approval of Head of Center.)

Or

The faculty of center may decide thrust areas of its research. Accordingly 3-4 research problems will be identified by the Center and a group of students will work on that under the supervision of a particular faculty. Each student of the group will participate in designing research, collect certain amount of data, analyze that, and write research report on his/her part of group research.

2. The final dissertation report duly signed by the supervisor and head of the centre has to be submitted to the centre before the summative examination of the last semester.



Content Analysis

-I OEI (4876)

Total Credits-3 (15*3=45H)
Max Marks 50, Distribution of Marks 25 Th+15 P+10 Int.

Unit-I Introduction		L	T	S	W	D	V	P	T
1.1 - Meaning and Definition, Scope of content analysis	1	-	-	-	-	-	-	-	1
1.2 - Process of Content Analysis	2	-	-	-	-	-	-	-	3
1.3 - Limitations of content analysis	1	-	-	-	-	-	-	-	2

Unit- II Types of Content Analysis									
2.1- Qualitative Content Analysis	2	-	-	-	-	-	-	-	3
2.2 - Quantitative content analysis	2	-	-	-	-	-	-	-	3
2.3 - Unit of Analysis, Types, Coding	2	-	-	-	-	-	-	-	4

Unit- III Sampling									
3.1 - Sampling, Types of Sampling, Sample Size	2	-	-	-	-	-	-	-	4
3.2 – Variables	1	-	-	-	-	-	-	-	3
3.3 - Analytical Techniques : Text driven , Problem driven Method driven	2	-	-	-	-	-	-	-	3

Unit- IV Media Content Analysis									
4.1 - Content Analysis in Print Media , audio Video	2	-	-	-	-	-	-	-	4
4.2 - Coding, Data Sheet Tabulation, Graphical presentation of data	1	-	-	-	-	-	-	-	3
4.3 - Interpretation and Report Writing	2	-	-	-	-	-	-	-	3

Unit- V Code Book and Tabulation									
5.1 - Portfolio of Print content analysis	-	-	-	-	-	-	-	-	3
5.2- Portfolio of audio video content analysis	-	-	-	-	-	-	-	-	3
5.3- Portfolio of Social network analysis	-	-	-	-	-	-	-	-	3

-II, OE2 (4877)

Marketing Research

Total Credits=3 (3*6 = 45H)
Max Marks 50, Distribution of Marks= 40 Th. + 10 Int.

Unit-I – Need and Importance		L	T	S	W	D	V	P	T
1.1	Introduction, Definition	1	1	-	-	-	-	-	2
1.2	Need and Importance of Marketing Research	2	1	-	-	-	-	-	3
1.3	Uses and Limitation	1	1	-	-	-	-	-	2

Unit-II – Types and Designs									
2.1	Process of Marketing Research, Types	2	-	-	-	-	-	-	3
2.2	Design – Experimental, Description, Exploratory, Case Study, Panel	2	-	-	-	1	-	-	3
2.3	Qualitative and Quantitative Studies	2	1	-	-	1	-	-	4

Unit-III- Sampling and Data Collection									
3.1	Sampling, Primary, Secondary Data Sources	2	1	-	-	-	-	-	3
3.2	Data Collection Methods	2	1	-	-	-	-	-	3
3.3	Questionnaire, Attitude Measurement	2	-	-	-	-	-	-	2

Unit-IV – Analysis									
4.1	Analysis and Interpretation	2	-	-	-	1	-	-	3
4.2	Customer Satisfaction Scale	2	1	-	-	1	-	-	4
4.3	Testing	2	1	-	-	1	-	-	4

Unit-V - Report Writing and Marketing Research									
5.1	Report Preparation	2	1	-	-	1	-	-	4
5.2	Content and Principle of Report Preparation	1	-	-	-	1	-	-	2
5.3	Marketing Research in India	1	-	-	-	1	-	-	3

SPSS

-III, OE3 (4878)

Total Credits-3 (15*3=45H)
Max Marks 50, Distribution of Marks 25 Th + 15 P + 10 Int.

Unit-I Introduction to SPSS										
	L	T	S	W	D	V	P	T		
1.1 History and Concept of SPSS	1	-	-	-	-	-	-	-	1	
1.2 SPSS and other Software	1	1	-	-	-	-	-	-	2	
1.3 SPSS and Data Analysis in Social Sciences	1	1	-	-	-	-	-	-	2	

Unit-II SPSS Data File										
2.1 Opening and Editing Data File in SPSS	1	1	-	-	-	-	-	2	4	
2.2 Concept of Variable view, Data view	1	1	-	-	-	-	-	1	3	
2.3 Entering data into data editor and Saving data file	1	1	-	-	-	-	-	1	3	

Unit-III Statistical Analysis										
3.1 Inserting a New Variable: Rearranging the variable in variable view, Deleting and Rearranging items from viewer, Creating a Page Break, Changing type of Variable	1	1	-	-	-	-	-	3	5	
3.2 Missing Values: Editing SPSS Output, Copying SPSS Output: Copying a Table, Copying a Graph, Changing from portrait to landscape	1	1	-	-	-	-	-	1	3	
3.3 Printing from SPSS: Print output from view, Closing SPSS and Importing data: Importing Excel files	1	1	-	-	-	-	-	1	3	

Unit-IV Descriptive Statistics and SPSS										
4.1 Meaning of Descriptive Statistics	1	-	-	-	-	-	-	2	3	
4.2 Measures of Central Tendency-Mean, Median, Mode	1	-	-	-	-	-	-	2	3	
4.3 Measures of Variability- Range, Average deviation, Quartile deviation, Standard deviation	1	1	-	-	-	-	-	2	4	

Unit-V Charts and Graphs									
5.1 Bar Charts- Simple Bar Chart, Clustered Bar Chart, Error Bar Chart	1	1	-	-	-	-	-	1	3
5.2 Scatter Plots and Dot Plots	1	1	-	-	-	-	-	1	3
5.3 Line Graphs and Pie Charts	1	1	-	-	-	-	-	1	3

Meera

Web Survey Methodology

III, OE4 (4879)

Total Credits-3 (15*3=45H)
Max Marks 50, Distribution of Marks 25 Th. + 15 P + 10 Int.

Unit-I Web Survey :An Introduction		L	T	S	W	D	V	P	T
1.1	Meaning, Nature and Definition	1	-	-	-	-	-	-	1
1.2	Scope and Importance of Web Survey	1	1	-	-	-	-	-	2
1.3	Web Survey Process	1	-	-	-	-	-	-	1

Unit-II Application of Web Survey									
2.1	Evolution of Web Surveys	1	-	-	-	-	-	-	1
2.2	Applications for Web Survey	1	1	-	-	-	-	-	2
2.3	Merits and Demerits of Web Survey	1	1	-	-	-	-	-	2

Unit-III Pre-Fielding									
3.1	Mode of Elaboration – Selection of Web Survey	1	1					2	4
3.2	Sampling – Sample Design, Sample Size	1	1					2	4
3.3	Questionnaire – Preparation, Types and Structure	1	1					1	3

Unit-V Post Fielding									
4.1	Measurement, Processing and Monitoring	1	-	-	-	-	-	2	3
4.2	Data Preparation – Validation and Coding	1	1	-	-	-	-	2	4
4.3	Data Exporting and Documentation	1	1	-	-	-	-	1	3

Unit-V Web Survey Implementation									
5.1	Online Panels – Terminology and Meanings	1	1	-	-	-	-	3	5
5.2	Software Web Survey	1	1	-	-	-	-	3	5
5.3	Portfolio Study on Web Survey	1	1	-	-	-	-	3	5

Media Planning and Strategic Research

IV, OE5 (4880)

Total Credits-3 (15*3=45H)
Max Marks 100, Distribution of Marks 40 TH + 10 Int.

Unit-I Introduction to Media Planning									
	L	T	S	W	D	V	P	H	
1.1 Need, Importance and Objectives of Media Planning	1	-	-	-	-	-	-	-	1
1.2 Structure and Components of Media Planning	1	-	-	-	-	-	-	-	1
1.3 Conduction of Research for Media Planning	1	-	-	-	-	-	-	-	1

Unit-II Process of Media Planning									
2.1 Stages in Media Planning- Reach, Frequency, Impact and Scheduling	1	-	-	-	-	-	-	-	1
2.2 Target Audiences, Media Cost Comparisons and Coverage	3	-	-	-	-	-	-	-	2
2.3 Budgeting and Implementation of Media Plan	2	-	-	-	-	-	-	-	2

Unit-III Characteristics of Media Planning									
3.1 Media Attributes and Strategies	1	1	-	-	-	-	-	-	1
3.2 Mix Media Approach	1	-	-	-	-	-	-	-	2
3.3 Advantages and Disadvantages of Advertisements in Newspapers, Magazines, Business Magazines, Television, Radio, e-mails, Outdoor and Transit Advertising, Point of Purchase, Internet	2	-	-	-	-	-	-	-	4

Unit-IV Media Planning Operations									
4.1 Media Operations and Media Checklist	1	-	-	-	-	-	-	-	1
4.2 Media Buying, Merchandising, Cross Platform Deals	2	1	-	-	-	-	-	-	1
4.3 Concluding Media Plan - Competitive Analysis, Market Situation, Media Strategies, Legal and Ethical Issues	1	1	-	-	-	-	-	-	1

Unit-V Marketing of Media Planning										
5.1 Marketing Objectives of Media Planning, DAGMAR Approach, Strategies and Tactics	2	-	-	-	-	-	-	1	3	
5.2 New Brand Introduction and Media Strategy	2	-	-	-	-	-	-	1	3	
5.3 Matching Media to Brand Plan	2	-	-	-	-	-	-	1	3	

Mam

Recommended Reference List

- Agarwal, B. (2015). *Basic Statistics*. New age international limited publishers.
- Agarwal, Vir Bala. (2002). *Media and Society*. Concept Publishing Company.
- Adams, C., Carroll, I., Sherman, S., & Ortiz, L. (2013). *Effective Online Advertising: A Summary of best Practices, Resources and Creative*
- Examples. *Miles Marketing Destinations LLP*
- Aron, A., Aron, E.N. and Coups, E. (2013). *Statistics for Psychology*, 6th Edition, Pearson Education
- Ball-Rokeach, Sandra J. and Cantor, Muriel G. (Editors). (1986). *Media: Audience and Social Structure*. London: Sage,
- Balasundaram, S. N. (2000). *The issues and themes of Indian politics*. Chennai: T.R. Publications.
- Bartle, J., & Griffiths, D. (Eds.). (2001). *Political communications transformed. From Morrison to Mandelson*. Houndmills
- Bang, H. P. (Ed.). (2003). *Governance as social and political communication*. Manchester, UK New York: Manchester University Press
- Bayer, M.W. and Gaskell, G. *Qualitative Research with Text, Image and Sound: A Practical Handbook*. Edited. SAGE Publications.
- Bhandarkar, P.L. and Wilkinson, T.S. (2015). *Methodology and Techniques of Social Research*. Himalaya Publishing House.
- Carrigan, Mark. (2016). *Social Media for Academics*. SAGE Publications.
- Crossley, Nick, Bellotti, Elisa. (2015). *Social Network Analysis for Ego-Nets*. SAGE Publications.
- Chilton, P. A. (2004) *Analysing Political Discourse: Theory and Practice*, London, Routledge.
- Chunawalla, S. (2016). *Advertising, Sales and Promotion Management*. Himalaya publishing House.
- Chunawalla, S. (2016). *Advertising, Sales and Promotion Management*. Himalaya publishing House.
- Chunawalla, S.A. (2010). *Mass communications and media studies: Masscomedia*. Himalaya publishing house.
- Denzin, N.K., Lincoln, Y.S. *Handbook of Qualitative Research*. Edited. SAGE Publications.



- Eric P. Bucy, R. L. *The Sourcebook for Political Communication Research- Methods, Measures and Analytical Research*. Routledge.
- Eric W. Rothenbuhler & Nihai Coman (2005). *Media Anthropology*, Sage Publications
- Fawcett, B. and Pockett, R. (2015). *Turning Ideas into Research Theory Design and Practice*. SAGE Publications.
- Flick, U. *Designing Qualitative Research*. SAGE Publications.
- Gunter, B. (2000). *Media Research Methods Measuring Audiences Reactions and Impact*. SAGE Publications.
- Gupta, S.L. and Gupta, H. (2011), *Research Methodology – Text and Cases with SPSS Applications*, International Book House Pvt. Ltd., New Delhi
- Ginsburg Faye, D., Lila Abu Lughod and Brian Larkan. (2002). *Media Worlds Anthropology on New Terrain*. University of California Press
- Gupta, S.L. and Gupta, H. (2011), *SPSS 17.0 for Researcher*, International Book House Pvt. Ltd., New Delhi
- Harindranath, R. (2009). *Audience Citizens The media, Public knowledge and interpretive practice*. Sage publications
- Kaid, L. L. (2008). *Handbook of Political Communication Research*. Lawrence Erlbaum Associates Publishers.
- Kelley, L.D. and Jugenheimer, D.W. (2004). *Advertising Media Planning A Brand Management Approach*. PHI Learning Private Limited, New Delhi.
- Kishore, D. (2013). *Handbook of Communication Research*. MCNUJC, Bhopal.
- Kothari, C.R. (1995). *Research Methodology Methods and Techniques*. Wishwa Prakashan, India.
- Krippendorff, K. (2004). *Content Analysis- An introduction to its Methodology*. Sage publications.
- Lune, H. and Berg, B.L. *Qualitative Research Methods for the Social Sciences*. Pearsons Publications.
- Littlejohn, Stephen J. and Karen A. Foss. (2007) *Theories of Human Communication*, 9th ed. Wadsworth Publishing.
- Lull, James. (1990). *Inside Family Viewing: Ethnographic Research on Television's Audiences*. New York: Routledge.
- Mark Allen Peterson (2004). *Anthropology Mass Communication Media and Myth in the New Millennium*, Berghahn Books

- Menon, A. (2010). *Media Planning And Buying- Principles And Practice In The Indian Context*. Mumbai: McGraw Hill Education Private Limited.
- Mihai Coman (2017), *Cultural Anthropology and Mass Media*, Sage Publication
- McQuail, D. (2010). *McQuail's mass communication theory*. SAGE publication.
- Mishra, M.N. (2015). *Modern Marketing Research*. Himalaya Publishing house.
- Mytton, G., Diem, P. and Van Dam, P. (2016). *Media Audience Research*. Sage publications.
- Nastasi, B. K. and Hitchcock, J.H. (2016). *Mixed Methods Research and Culture-Specific Interventions Program Design and Evaluation*. SAGE Publications.
- Nair, Sujia R. (2014). *Marketing Research*. Himalaya Publishing House.
- Ogilvy, David. Ogilvy on Advertising. Toronto: Jon Wiley, 1983. Discussion of topics such as good and bad advertising campaigns and how to write successful copy.
- Patton, M. Q. *Qualitative Research and Evaluation Method*. SAGE Publications.
- Peterson Mark Allen. (2003). *Anthropology and Mass Communication: Media and Myth in The New Millennium*. Rutledge Publishers
- Pink Sarah and Simone Abram. (2015). *Media, Anthropology and Public Engagement*. Berghahn Books
- Ray, T. (2016). *Online journalism A basic Text*. Foundation Books.
- Rogers, E. M. *Diffusion of Innovations*. Free Press.
- Rothenbuhler Eric W. And Mihai Coman. (2005). *Media Anthropology*. SAGE Publisher
- Saldana, J. (2014). *The Coding Manual for Qualitative Researchers*. SAGE Publications.
- S. L. Gupta and Hitesh Gupta (2008), *SPSS for Researcher*
- Sumiala Johanna. (2013) *Media and Ritual: Deth, Community and Everyday Life*. Rutledge Publishers
- Shukla S.M. & Sahai S.P. (2009) *Business Statistics*, Shabhitya Bhawan Publications, New Delhi
- Treadwell, D. (2014). *Introducing Communication Research Paths of Inquiry*. SAGE Publications.

- Tull, D.S. and Hawkins, D.I. (2011). *Marketing Research Measurement & Method*. New Delhi: Phi Learning Private Limited.
- Varshney R. P. (2007), *Business Statistics*. Jawahar Publications Agra
- Varshney R. P. (2007), *Principle of Statistics*. Jawahar Publications Agra
- Webster, J.G., Phalen, P.F. and Lichty, L.W. *Rating Analysis Audience Measurement and Analytical*.
- Wimmer, R.D. and Dominick, J.R. (2014). *Mass Media Research An Introduction*. Cengage Learning.

