

V Sem

Batch - 2000-99

code-947

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BACHELOR OF JOURNALISM

COMMUNICATION RESEARCH.

Unit-1

- 1.1 What is Social Research: (Nature and scope of Social Research)
- 1.2 Concept of Research problem
- 1.3 Qualitative and Quantitative Research
- 1.4 Types of Research design

Unit.2

- 2.1 Communication Research (Nature and scope of Communication Research)
- 2.2 Participatory Groups of Communication Research
- 2.3 Formation of Media Research, Market and Public opinion research, Readership and audience survey.
- 2.4 Application of Scientific method in Communication Research

Unit3

- 3.1 Methods of Research
- 3.2 Use of Survey Methods in Communication Research.
- 3.3 Content Analysis
- 3.4 Tools and techniques of Research.

Unit.4

- 4.1 Source analysis of News
- 4.2 Audience analysis
- 4.3 Case Studies
- 4.4 Sampling theory and design of survey

Unit.5.

- 5.1 Statistical analysis:(Mean, Medium, Mode, Standard etc)
- 5.2 Measurement of social science data
- 5.3 Project planning and budgeting
- 5.4 Preparation of bibliography and index report writing.