

SEMESTER – IV

**PAPER – I
JOURNALISM RESEARCH**

Module Code – CCC10
Core Course


Total Credit – 06(4+2)
Max Marks -100, (50Th.+30Pr.+20Int.)

UNIT - I

	CONCEPT OF RESEARCH	L	T	P	Total
1.1	Meaning, Nature and Scope of Social and Mass Communication Research	02		01	03
1.2	Review of literature, Types and Approaches of Research	02	01	01	04
1.3	Formulation of Research Problem, Variables, Hypothesis	02		01	03
1.4	Research Design and its types	02	01	01	04
1.5	Reliability, Validity and Objectivity	02	01	01	04
	TOTAL	10	03	05	18

UNIT - II

	RESEARCH METHODOLOGY	L	T	P	Total
2.1	Methods and Methodology	02	01	01	04
2.2	Sampling - Meaning, Types and Problems	03	01		04
2.3	Sources of Data - Primary and Secondary data	02	01		03
2.4	Questionnaire, Schedule, Interview and Observation Method	02	01	01	04
2.5	Case Study, Content Analysis	01	01	01	03
	TOTAL	10	05	03	18



UNIT-III

	COMMUNICATION RESEARCH	L	T	P	Total
3.1	Nature and Importance of Communication research, Communication Research in India	02	01	01	04
3.2	Communicator/source analysis, Message Analysis, Channel Analysis and Audience Analysis	02	01	01	04
3.3	Process and Impact Analysis	02	01		03
3.4	Media Research, Public Opinion Research, Pre Poll and Exit Poll surveys: Legal Implications	02	01	01	04
3.5	TRP and TAM, Feedback and Feed forward Researches	02		01	03
	TOTAL	10	04	04	18

UNIT-IV

	COMMUNICATION SURVEY RESEARCH	L	T	P	Total
4.1	Uses of Communication Survey research	02	01		03
4.2	Uses of different Communication research methods in CSR	02	01		03
4.3	Processing a CSR proposal and a report	02	01		03
4.4	Scheduling, Activities and Budgetary requirements for CSR proposal	02	01		03
4.5	Advertisement and Market Research and Pareto Chart	02	01		03
4.6	Ethical perspective in research	02	01		03
	TOTAL	12	06		18

UNIT-V

	DATA ANALYSIS	L	T	P	Total
5.1	Levels of measurement, Rating Scales, Tabulation and Classification	02		01	03
5.2	Graphic and Diagrammatic representation of data	02		01	03
5.3	Mean, Median, Mode, Standard Deviation	02		01	03
5.4	Analysis of variance, Correlation	02		01	03
5.5	Research Software's	02		01	03
5.6	Report Writing Indexing and Bibliography	02		01	03
	TOTAL	12		06	18

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