Paper-I: Research Methods (Compulsory)

Unit-I: Concepts in Media Research
Research-definition and elements; basic and applied research; Areas of Communication Research-evaluation, feedback, media habits, public opinion surveys, pre-election opinion pools and exit polls.
Research design components-experimental, quasi-experimental, bench mark, longitudinal studies-simulation-panel studies-corelational designs
Research question, selection of topic, review of literature, statement of hypotheses

Unit – II: Research Methods
Research methods- Census method, survey method, experimental and laboratory research, field studies, case studies, content analysis, discourse analysis

Unit-III: Sampling and Data Collection
Importance and principles of sampling-representativeness of sampling; methods of sampling; tools of data collection-media source books, questionnaire and schedules, peoples meter, diary method, field studies, logistic groups, focus groups, telephone surveys, online polls.

Unit-IV: Data Analysis and Interpretation
Data analysis techniques; coding and tabulation; non-statistical methods-descriptive, historical; statistical analysis-parametric and non-parametric, uni-variate, bi-variate and multi-variate, tests of significance, levels of measurement- central tendency-tests of reliability and validity-spss and other statistical packages.

Unit-V: Research Report Preparation
Thesis preparation- style of writing, presentation of contents/chapterisation; introduction; main body; conclusions and recommendations; bibliography, references, and notes; appendix; writing research paper; ethical perspectives of media research.

Books Recommended

Paper-II: Print Media Studies (Optional)

Unit-I
The rise of the mass media; concepts and models of mass communication; theories of media and society; new media theory; normative theory of media and society; media structure and performance, principles and accountability; media economics and governance; global mass communication.

Unit-II
Media content: issues, concepts and methods of analysis; media genres and texts; audience theory and research; audience formation and experience; process and models of media effects, social and cultural effects; news, public opinion and political communication; techniques of interpretation.

Unit-III
Origin and growth of printing press; Birth and Growth of the English Press in India; Birth and Growth of The Language Press in India; Role of the Indian Press in the Freedom Movement; Role and Functions of Newspapers in the Indian Socio-Economic Context; Press Commissions; Press Council of India; the RNI; Role and Impact of Different Types of Magazines.

Unit-IV

Unit-V
Newspaper Ownership Pattern; Structure and Functions of Various Departments of a newspaper; Freedom of Press in India; Problems and Prospects of Indian Press; FDI in Indian Print Media; Impact of Electronic Media on Print Media; Print Media and Journalistic Ethics; Contemporary Trends in The Print Media Research.

Books Recommended:
1. Murthy, Nadig Krishna, Indian Journalism: from Ashoka to Nehru, Mysore University, Prasaranga, 1966.
5. William, Herbert Lee, Newspaper Organization and Management, Delhi, Surjeet Publications,
Paper-III: Electronic Media Studies (Optional)

Unit-I
The rise of the mass media; concepts and models of mass communication; theories of media and society; New media theory; Normative theory of media and society; media structures and performance, principles and accountability; media economics and governance; global mass communication.

Unit-II
Media content: issues, concepts and methods of analysis; media genres and texts; audience theory and research; audience formation and experience; process and models of media effects; social and cultural effects; news, public opinion and political communication; Techniques of Interpretation.

Unit-III
Origin, growth and development of radio television, internet, and cinema. Genesis and Growth of Electronic Media in India; committees and Commissions; broadcasting code and the codes for commercial advertising; cinema censorship.

Unit-IV
Broadcasting Research: Signs and code of television, role and functions of television; impact of the internet on society; content analysis; Audience analysis; rating and non-rating research, research in radio; production research.

Unit-V
Film studies; Film language and genres; film theories: aesthetic, formalist, semiotic, ideological; psycho-analytic; film audiences; Issues and trends in Indian cinema.

Books Recommended: