

दिनांक 27/09/2024

विषय: बी.ए. (जनसंचार) -आनर्स/रिसर्च पाठ्यक्रम में संशोधन विषयक।

विषयान्तर्गत, एन.ई.पी. आधारित बी.ए. (जनसंचार) -आनर्स/रिसर्च पाठ्यक्रम में दो विषयों के पेपर के नाम एक जैसा होने के कारण कॉपी पेस्ट एरर की वजह से बी.ए.एम.सी.- सातवे सेमेस्टर के पेपर 'Communication Research' में बी.ए.एम.सी.- छठवे सेमेस्टर के विषय 'Basics of Research' की विषय-वस्तु गलत पेस्ट हो गई थी। पूर्व में इसकी ओर ध्यान नहीं दिया गया अभी सातवे सेमेस्टर के पाठ्यक्रम में 'Communication Research' (पृष्ठ क्रमांक 157, 158, 159) पेपर के कंटेंट को संशोधित किया जाना है, जो कि नस्ती के साथ संलग्न है।

कृपया उपरोक्त पाठ्यक्रम को अकादमिक शाखा, परीक्षा शाखा, वेबसाइट एवं विश्वविद्यालय के पारेसरों में भी संशोधित पाठ्यक्रम भेजे जाने का आग्रह है।

[A]
27/09/2024
(डॉ. आरती सौरभ)
विभागाध्यक्ष
जनसंचार विभाग

सहा. कुलसचिव (अका.)

कृ. अतुल इत्यर्थ - 'A'

Reg.

अनुमोदित

[Signature]
27.9.24
(गिरीश जोशी)
सहायक कुलसचिव (अकादमिक)

Dear Sir,
AR (Acad)

कृ- (अका) शाखा में भेजें।

[Signature]
30-09-24
(डॉ. अविनारा वाजपेयी)
कुलसचिव

[Signature]

Registration

अनुमोदित

Dean (Academics)

AR (Acad)

[Signature]
04-10-24
(डॉ. अविनारा वाजपेयी)
कुलसचिव

[Signature]

कृ. A: में अतुल राय
विभागाध्यक्ष/शाखा अकादमिक
27/9

[Signature]
7.10.24

कृ. अतुल राय
27/9/24
विभागाध्यक्ष जनसंचार विभाग

जनसंचार विभाग
भा. नं. रा. प. एवं सं. वि., भोपाल
जा. क्र. पंजी क्र. 3339/24
दिनांक 27/9/24

अकादमिक विभाग
पंजी क्र. 1647
दिनांक 27-7-2024

Dean: Academics
In/Out No. 208 Dr. 3/10/24
कुलसचिव कार्यालय
जा. क्र. पंजी क्र. 2668
दिनांक 11/10/24

BAMC : VII SEM			Marks:100			Credits:5		
COMMUNICATION RESEARCH			Th	Pr	Ia	Cre/ hrs.		
						L	T	P
			60	20	20	4/4	1/1	-

Course Objectives

- To impart the the knowledge about basic concepts of Communication Research.
- To make them understand the necessity and significance of Research.
- To enhance the ability to identify the problems in Society.
- To learn about the various types of Research and Research Designs.
- To enhance student's understanding of ethical practices.

Learning Outcomes

- Students will be able to understand basics of Communication Research.
- Students will able to apply the theoretical knowledge of Research.
- Students will be able to understand the problems and find out solutions
- Students will understand various techniques of Research.
- Students will be able to adhere to standard for the ethical conduct of Research.

Unit-1	Concept of Research (Total hours- L+T+P=15hrs)	L	T	P
1.1	Origin of Research in Communication, Scientific Research Meaning ,Nature and importance of Communication Research (Classroom Lecture ,Discussions)	3	-	-
1.2	Areas of Communication Research (Source analysis, Channel analysis, Message analysis, Audience analysis) (Classroom Lecture ,Discussions)	3	-	-
1.3	Steps of Communication Research: Characteristics and Requirements, Operational Steps for Carrying out Research (Classroom Lecture,tutorials)	2	1	-
1.4	Communication Research Approaches (Classroom Lecture ,Discussions)	3	-	-
1.5	Research: Various Classifications (Classroom Lecture ,Discussions)	3	-	-

Unit-2	Research Design & Methodology (Total hours- L+T+P=15 hrs)	L	T	P
2.1	Population, Literature Review (Classroom Lecture, Discussions)	3	-	-
2.2	Hypotheses: Concept, Function of Hypothesis and Types, Hypothesis Formulation, Logic of Hypothesis Testing Variables : Independent vs Dependent variables, Extraneous variables, Intervening variables; discrete variables and continuous variables (Classroom Lecture, Assignment, Discussions)	3	-	-
2.3	Research Design and its types: Meaning of Research Design, Purpose of Research Design, Criteria of Good Research Design, Parts and Features of Research Design (Classroom Lecture, Assignment, Discussions)	2	1	-

2.4	Data Collection sources (Classroom Lecture, Assignment, Discussions)	3	-	-
2.5	Sampling - Meaning, population, sample size, sample frame (Classroom Lecture, Assignment, Discussions)	3	-	-

Unit-3	Tools for Data Collection (Total hours- L+T+P=15hrs)	L	T	P
3.1	Data collection Methods (Classroom Lecture, Practical Exercises, Discussions)	3	-	-
3.2	Tools and techniques: Questionnaire, Schedule, (Classroom Lecture, Assignment, Discussions)	3	-	-
3.3	Tools and techniques : Interview Method, Content Analysis, Focussed Group Studies (Classroom Lecture, Practical Exercises, Discussions)	2	1	-
3.4	Tools and techniques : Observation Method, Case Study Method (Classroom Lecture, Assignment, Discussions)	3	-	-
3.5	Reliability and Validity of data (Classroom Lecture, Practical Exercises, Discussions)	3	-	-

Unit-4	Role of statistics and computer in Research (Total hours- L+T+P=15hrs)	L	T	P
4.1	Role of Statistics in Communication Research (Classroom Lecture, Expert Lecture, Practical)	3	-	-
4.2	Significance of Computer in Research, Introduction to SPSS (Classroom Lecture, Expert Lecture, Practical)	3	-	-
4.3	Fabulation and Classification of Data (Classroom Lecture, Practical)	2	1	-
4.4	Statistics: Mean, Median, Mode (Classroom Lecture, Practical)	3	-	-
4.5	Data Analysis and Interpretation: Criteria for evaluating secondary data, Univariate Analysis, Bivariate Analysis and Multivariate Analysis Graphical Presentation (Classroom Lecture, Practical)	3	-	-

Unit-5	Research Report Writing (Total hours- L+T+P=15hrs)	L	T	P
5.1	Research Proposal: Planning, Designing (Classroom Lecture, Practical Exercises, Discussions)	3	-	-
5.2	Writing Project Report (Classroom Lecture, Practical Exercises, Discussions)	3	-	-
5.3	Executive Summary (Classroom Lecture, Practical Exercises, Discussions)	2	1	-
5.4	Preparation of Indexing, Referencing Styles, Bibliography (Classroom Lecture, Practical Exercises, Discussions)	3	-	-
5.5	Ethical perspectives in Communication Research, Plagiarism (Classroom Lecture, Discussions)	3	-	-

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Practical/Project/Assignments:


- Framing innovative topics of communication research.
- Identify the problems in society and proposing the solutions.
- Preparing Questionnaires and interviews.
- Preparing one research project on contemporary relevant topic.
- Any assignment given by the concerned faculty.

Suggested Readings:

- Anderson J.A., Communication Research: Issues and Methods, New York McGraw- Hill
- Berger Arthur Asa, Media Research Techniques, Sage Publications, Ned Delhi
- Dayal Manoj, Media Metrics: An Introduction to Quantitative Research in Mass Communication, Sage Publications, Delhi
- Flick Uwe, An Introduction to Qualitative Research, Sage Publications, London
- Kerlinger F.N., Foundations of Behavioural Research, Surjeet Publications, Delhi
- Priest S.H., Doing Media Research: An Introduction, Sage Publications
- Sarangi Prasant, Research Methodology, Taxman Publication Pvt. Ltd., Delhi
- Wimmer Roger D. & Dominick Joseph R., Mass Media Research: An Introduction, Wadsworth Publishing Company, USA

e- resources :

- <https://www.masterincommunications.com/features/guide-to-communication-research-methodologies>
- <https://Mass-Media-Research-Roger-Wimmer/dp/143908274X>
- <https://www.questia.com/read/104796118/theory-and-research-in-mass-communication-contexts>
- <https://us.sagepub.com/en-us/nam/introducing-communication-research/book244431>
- <https://epathshala.nic.in/>


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