

**SARDAR PATEL UNIVERSITY**  
**Programme & Subject: M.A (Communication & Media Studies)**  
**Semester: II**  
**Syllabus with Effect from: June – 2010/2011**

<b>Paper Code: CMS – 502</b>	<b>Total Credit:</b>
<b>Title Of Paper: Communication Research</b>	

Unit	Description in detail	Weightage (%)
I	Definition; elements of research; scientific approach; research and communication theories; role; function; scope and importance of communication research; basic and applied research.	20%
II	Research design components; experimental, quasi-experimental, bench mark, longitudinal studies; simulation; panel studies; correlational designs.	20%
III	Methods of communication research; census method, survey method, observation method; clinical studies; case studies; content analysis.	10%
IV	Tools of data collection: sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, logistic groups, focus groups, telephone, surveys, online polls. Random sampling methods and representativeness of the samples, sampling errors and distributions in the findings.	15%
V	Media research; evaluation, feedback; feed forward; media habits; public opinion surveys; pre- election studies and exit polls.	10%
VI	Report writing; data analysis techniques; coding and tabulation; non-statistical methods; descriptive; historical; statistical analysis; parametric and non-parametric; uni-variate; bi-variate; multi-variate; tests of significance; levels of measurement; central tendency; tests of reliability and validity; SPSS and other statistical packages.	15%
VII	Media research as a tool of reporting. Readership and/audience surveys, preparation of research reports/project reports/dissertations/theses. Ethical perspectives of mass media research.	10%

