

UNIT-I : Fundamentals of Research

Definition and Objectives of Research – Types of Research: Qualitative vs Quantitative Research-The Scientific Research Process- Meaning of research problems, sources of research problems, necessity of defining a problem, characteristics of good research problems- Identification, Selection and Formulation of research problem- Review of literature- Identification of sources for review of literature- Development of working Hypothesis.

Unit-II: Research Design:

Meaning, need and features of good research design. Types of Research Designs - Basic Principles of Experimental Designs, Design of Experiments- Sampling Designs: Census and Sample surveys, Different types of sample designs, characteristics of good sample design. Techniques of selecting a random sample- Measuring attitudes: construction of Likert and Semantic Differential scales.

Unit III : Data Collection and Analysis

Primary and secondary data: Methods of collecting primary data: observation, Interview, questionnaire and schedule; Sources of secondary data - Processing of data: Editing, coding and classification of data- Data analysis:, Regression -Association of attributes-Factor analysis- Cluster analysis, -Use of **SPSS** in data analysis.

Unit IV: Testing of hypothesis.

Hypothesis Testing and estimation: Fundamentals of hypothesis testing- Parametric Tests: Testing of significance mean, proportion, variance and correlation-Testing for significance of difference between means, proportions, variances and correlation coefficients- Important nonparametric tests: Sign, Run and Mann – Whitney tests- ANOVA and Chi-Square Tests.

Unit 5 – Report Writing

Organization of Research Report – Types, Structure and Components – Contents, Bibliography, Appendices, Style Manuals – APA style, MLA style, ASA style, The Chicago Manual of style etc. Evaluation of Research Report - Preparing Research papers for journals, seminars and conferences. References.

Text Books/ References:

1. Gerianne Merrigan, Carole Logan Huston, Russell Todd Johnston ‘Communication Research Methods’ Oxford University Press 2012
2. Lawrence R.Frey, Kenneth N. Cissna ‘Handbook of Applied Communication Research’ Routledge 1996
3. Klaus Bruhn Jensen and Nicholas W jankowski’ Qualitative Methodology For Mass Communication Research’ Routledge 1991
4. Jason S. Wrench, Candice Thomas-Maddox, Virginia Peck Richmond, James C. McCroskey ‘Quantitative Research Methods for Communication’ Oxford university Press 2008
5. Guido Hermann Stempel, Bruce H. Westley ‘ Research Methods in Mass Communication’ 1989
6. John C Reinard ‘Communication research Statistics’ Sage Publication 2006