

Semester	7
Course	Major
Paper Title	Research Methods
No. of Credits	4
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	4
Number of Modules	2
Syllabus	<p>Module A</p> <ul style="list-style-type: none"> ● Introduction to Research What is research: meaning, scope, and significance of research. Contrasting approaches to knowledge. ● Research in Media Introduction to media research. Different perspectives in media research. Basics of research design. ● Research Ethics Ethical considerations in conducting research. Integrity, credibility, and responsibility of a researcher. ● Academic Writing Principles of academic writing and structuring of argument. Understanding the ethics of writing: plagiarism and the use of AI in research. <p>Module B</p> <ul style="list-style-type: none"> ● Brief overview of the research process ● Qualitative and quantitative research methods– Questionnaires, Interviews, focus groups, surveys, Descriptive statistics, thematic analysis ● Sampling – Probability and Non-probability sampling, sample and population ● Literature review <p>The students are required to do the following works: fieldwork, questionnaire preparation, collecting data, conducting interviews, sampling and surveys, and data analysis.</p>

Learning Outcomes	<p>Learning Outcomes:</p> <ul style="list-style-type: none"> ● To prepare students for the final dissertation and teach them different research methods and tools. ● Students will learn about various sampling methods. ● Students will get familiarised with academic writing and citation styles. ● Students will be introduced to ethics in research.
Reading/Reference Lists	<ul style="list-style-type: none"> ● Anderson, J. A. (1987). <i>Communication research: Issues and methods</i>. McGraw-Hill. ● Berger, A. A. (2000). <i>Media and communication research methods: An introduction to qualitative and quantitative approaches</i>. Sage Publications. ● Creswell, J. W., & Creswell, J. D. (2017). <i>Research design: Qualitative, quantitative, and mixed methods approaches</i> (5th ed.). SAGE Publications. ● DeVault, M. L. (1996). Talking back to sociology: Distinctive contributions of feminist methodology. <i>Annual Review of Sociology</i>, 22, 29–50. https://doi.org/10.1146/annurev.soc.22.1.29 ● Goddard, W., & Melville, S. (2004). <i>Research methodology: An introduction</i> (2nd ed.). Juta and Company Ltd. ● Hesse-Biber, S. N. (2008). Feminist research. In L. M. Given (Ed.), <i>The SAGE encyclopedia of qualitative research methods</i> (pp. 339–340). SAGE Publications. ● Hesse-Biber, S. N. (Ed.). (2013). <i>Feminist research practice: A primer</i> (2nd ed.). SAGE Publications. ● Kenney, K. R. (2009). <i>Visual communication research designs</i>. Routledge. ● Kothari, C. R., & Garg, G. (2009). <i>Research methodology: Methods and techniques</i> (2nd rev. ed.). New Age International Publishers. ● Letherby, G. (2003). <i>Feminist research in theory and practice</i>. McGraw-Hill Education. ● Mies, M. (1993). Towards a methodology for feminist research. In M. Hammersley (Ed.), <i>Social research: Philosophy, politics and practice</i> (pp. 64–82). SAGE Publications. ● Mohajan, H. K. (2018). Qualitative research methodology in social sciences and related subjects. <i>Journal of Economic Development, Environment and</i>

	<p><i>People</i>, 7(1), 23–48. https://doi.org/10.26458/jedep.v7i1.571</p> <ul style="list-style-type: none"> • Roberts, H. (Ed.). (2013). <i>Doing feminist research</i>. Routledge. • Roumate, F. (Ed.). (2023). <i>Artificial intelligence in higher education and scientific research: Future development</i>. Springer. https://doi.org/10.1007/978-981-19-8641-3 • Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. <i>Journal of Business Research</i>, 104, 333–339. https://doi.org/10.1016/j.jbusres.2019.07.039 	
Evaluation	Theory: 70 CIA: 20+5 Attendance: 5	
Paper Structure for end-of-semester Exam	<p><u>Module I</u> – 35 Marks 1 Question of 20 marks from an option of 2 questions 1 Question of 15 marks from an option of 2 questions</p> <p><u>Module II</u> – 35 Marks 2 Questions of 15 marks from an option of 2 questions 1 short note of 5 marks from an option of 2 questions</p>	