

Semester: 7				
Course : Mass Communication and Videography				
Paper title: Research Methods				
Paper code: C4MV230731T			Credits: 4	
Hours/week : 4				
Category: Core/MDC/SEC/VAC : Core				
Theory / Practical / Composite : Theory				
No of Modules : 2				
Course Overview: This course introduces the fundamentals of research with a focus on media and communication. It covers the meaning and significance of research, perspectives in media research, basic research design, and key ethical issues including integrity, plagiarism, and responsible use of AI. Students gain an overview of the research process, qualitative and quantitative methods, sampling techniques, literature review, and the principles of academic writing, preparing them to undertake independent research in media studies.				
Course Outcome:				
Remember the meaning, scope, and significance of research and explain key concepts in media research, research design, and research ethics.				
Understand the principles of academic writing, including argument structure, plagiarism, and responsible use of AI in research.				
Apply basic qualitative and quantitative research methods such as questionnaires, interviews, focus groups, surveys, descriptive statistics, and thematic analysis.				
Analyze probability and non-probability sampling techniques and examine the relationship between sample and population.				
Evaluate the ethical responsibilities of researchers and evaluate the credibility and reliability of research sources and literature.				
Create a basic research plan that includes a literature review, appropriate methodology, and ethical considerations.				
Prerequisites: NA				
SYLLABUS				
UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
	Module A ● Introduction to Research What is research: meaning, scope, and	4	CO₁, CO₂, CO₃,	KI, K₂, K₃, K₄, K₅, K₆.

	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. Module B ● 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 The students are required to do the following works: fieldwork, questionnaire preparation, collecting data, conducting interviews, sampling and surveys, and data analysis.		CO4, CO5, CO6.	
Evaluation : Theory: 70 CIA: 20+5 Attendance: 5				
Paper Structure for Theory Semester Exam Module : Module I – 35 Marks 1 Question of 20 marks from an option of 2 questions 1 Question of 15 marks from an option of 2 questions Module II – 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				

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
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CO1	Remember the meaning, scope, and significance of research and explain key concepts in media research, research design, and research ethics.	K1
CO2	Understand the principles of academic writing, including argument structure, plagiarism, and responsible use of AI in research.	K2
CO3	Apply basic qualitative and quantitative research methods such as questionnaires, interviews, focus groups, surveys, descriptive statistics, and thematic analysis.	K3
CO4	Analyze probability and non-probability sampling techniques and examine the relationship between sample and population.	K4
CO5	Evaluate the ethical responsibilities of researchers and evaluate the credibility and reliability of research sources and literature.	K5
CO6	Create a basic research plan that includes a literature review, appropriate methodology, and ethical considerations.	K6