

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Baljinder Kaur

Course BAMC , EVEN Semester

Govt PG College, AmbalaCantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

PO1- Acquire knowledge related to the discipline under study.

PO2 - Communicate and reflect effectively and efficiently on the issues related to the discipline.

PO3- Exhibit the professional skills and competencies acquired during the Programme of study.

PO4- Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.

PO5- Explore, analyze and provide solutions to the problems related to the discipline and life.

PO6 - Develop exposure to actual working environment leading to employability and entrepreneurship.

PO7- Exhibit scientific & research capabilities in academic, professional and general life pursuits.

PO8- Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

PSO1 - Acquire fundamental knowledge of Mass communication & Journalism and related study areas.

PSO2 – Learn communication and professional skills related to various fields of mass communication.

PSO3 - Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.

PSO4 - Become ethically committed media professional adhering to the human values and the values of the Indian culture.

PSO5 - Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

Paper-XXVIII
Research Methodology

Time: 3 Hrs.

Theory Marks: 50

Practical: 30

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct

Unit-I

Communication research: Meaning & Concept
Scope and importance of communication research
Development of Media Research Ethics of Media Research

Unit-II

Research Process
Research Method: Survey, Interview
Research Design – Experimental, Descriptive, Exploratory
Sampling Method– Probability and Non- Probability

Unit-III

Primary and Secondary data Data Collection Tools Questionnaire Preparation Research Questions

Unit-IV

Writing research report Analysis and interpretation of data
Basics of Research Writing Role of computer in communication research

Reference Books

- C.R. Kothari Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi
- S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha Publications, New Delhi
- G.R. Basotia & K.K. Sharma Research Methodology, Mangal Deep Publications
- Sadhu Singh Research Methodology in Social Science, Himalaya Publishing House, Mumbai
- Dr.S.Munjal Research Methodology, Raj Publishing House, Jaipur

Practical:-

Prepare questionnaire
Conduct Survey
Conduct Interview
Data Collection & Analysis

BAMCPaper- XXVIII – Research Methodology

Course Objectives: This paper is designed to describe the relationship between mass communication, journalism & research, explain the process, concepts and techniques of research and infer the impact of research in mass communication

After the completion of this course student will be able to-

1. Understand research, types of research, research methods.
2. Understand and use qualitative and quantitative methodologies.
3. Explain data collection techniques and data presentation
4. Understand the importance and usages of data journalism in different forms of Journalism.

BAMC_SEMESTER _VI_ Research Methodology

15 -01-2024 to 30-04-2024

Week 1	Communicationresearch:Meaning&Concept
Week 2	Scopeandimportanceof communicationresearch
Week 3	Developmentof MediaResearchEthicsofMediaResearch
Week 4	ResearchProcess
Week 5	ResearchMethod:Survey,Interview
Week 6	ResearchDesign–Experimental,Descriptive,Exploratory
Week 7	ResearchDesign–Experimental,Descriptive,Exploratory
Week 8	SamplingMethod–ProbabilityandNon-Probability
Week 9	PrimaryandSecondarydata
Week 10	DataCollectionTools
Week 11	HoliVacations
Week 12	QuestionnairePreparation,ResearchQuestions
Week 13	QuestionnairePreparation,ResearchQuestions
Week 14	Writingresearchreport
Week 15	Analysisandinterpretationofdata
Week 16	Revision
	ExamStarts01-05-2024