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# Media Research

Credits-2

## 1. Introduction to media research

Definition, meaning and uses of research, elements of research, types of research, the scientific research process, Scope & importance of communication research, areas of communication research- source, message, channel and effect research, good hypothesis making, elements of a good research design, methods/ approaches to research- Sampling

## 2. Tools of Data Collection

Questionnaires and schedules, field studies, logistic groups, focus groups, on-line polls, survey method, panel study, content analysis, data processing and analysis, research report writing.

## 3. Research in Electronic media

ratings research, program testing, people's meter, diary method, research in advertising- copy testing, media research, campaign assessment research, research in public relations- types of research, ethical perspective of mass media research.

## 4. Introduction to Film Research

Overview of Film Studies as a discipline. The importance of research in understanding cinema, Key research questions in Film Studies (textual, historical, cultural), **Audience Studies**-Reception studies and fan cultures, Understanding audience demographics and behavior.

## 5. Research in Documentary

Searching subject in depth, Print research, Photograph and archive research, Audio visual research, Interviews with questionnaire, Location research, Defining limits, Post research.

Reference Books :

1. Mass Media Research An Introduction By-Roger D. Wimmer& Joseph R. Dominick.
2. The Documentary Film Maker's Road map, By- Maxine Trump