

Syllabus

B.A. (MULTIMEDIA AND MASS COMMUNICATION)

(Sem.- IV)

Title of Paper: MASS MEDIA RESEARCH

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	<p>This course introduces students to the principles and practices of mass media research, covering both qualitative and quantitative approaches essential for understanding audience behavior, content trends, and media impact. It is highly relevant in today's data-driven media landscape, where research guides decisions in journalism, advertising, broadcasting, and digital content strategy. By exploring tools such as surveys, content analysis, and semiotics, students gain practical skills for application in TRP analysis, consumer studies, and audience measurement. Closely connected with courses in media studies, advertising, and journalism, this course prepares students for careers in media research, analytics, audience insights, and strategic communication roles within media agencies, research firms, and digital platforms.</p>
2	Vertical :	Minor
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: <ol style="list-style-type: none"> 1. To introduce students to the fundamental concepts and scope of mass media research. 2. To familiarize students with the research process including problem identification, hypothesis formulation, and variable classification. 3. To provide knowledge of various research designs and data collection methods relevant to media studies. 4. To develop skills in designing research tools such as questionnaires and attitude measurement scales. 5. To enable students to analyze and interpret data using content analysis and other basic techniques. 6. To explore the real-world application of research in media industries including audience studies, TRP analysis, and advertising research. 	

8	<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Explain the relevance and process of conducting research in mass media contexts. 2. Identify and apply appropriate research designs and methodologies to media research problems. 3. Construct effective research instruments and apply sampling methods for data collection. 4. Conduct content analysis and basic data interpretation for media texts and audience studies. 5. Demonstrate understanding of media research applications such as readership surveys, TRPs, and consumer insights. 6. Analyze and evaluate media messages using semiotic tools and communicate research findings effectively in structured reports.
9	<p>Module 1: Foundations of Mass Media Research (15 Hours)</p>
	<ol style="list-style-type: none"> 1. Introduction to Mass Media Research 2. Relevance, scope, and role of research in media industries 3. Steps in the research process 4. Qualitative vs. Quantitative research approaches 5. Identifying research problems 6. Variables: Independent & Dependent 7. Hypothesis development and significance
	<p>Module 2: Research Design and Data Collection Techniques (15 Hours)</p>
	<ol style="list-style-type: none"> 1. Understanding research design: Concepts, types, and uses <ul style="list-style-type: none"> • Exploratory, Descriptive, and Causal research designs 2. Primary data collection methods: <ul style="list-style-type: none"> • Focus Groups, Depth Interviews, Surveys, Observations, Experiments 3. Secondary data: <ul style="list-style-type: none"> • Literature review and document analysis 4. Designing effective questionnaires <ul style="list-style-type: none"> • Types, measurement techniques, projective techniques 5. Attitude measurement scales 6. Sampling techniques and procedures
	<p>Module 3: Data Analysis & Interpretation (15 Hours)</p>
	<ol style="list-style-type: none"> 1. Introduction to content analysis: Definition, uses, limitations 2. Quantitative vs. Qualitative content analysis 3. Steps in conducting content analysis 4. Creating coding categories and quantification systems 5. Data tabulation, interpretation, and visualization basics 6. Structure and format of a research report
	<p>Module 4: Applications and emerging research perspectives</p>
	<ol style="list-style-type: none"> 1. Application of research in media contexts: <ul style="list-style-type: none"> • Readership & Circulation surveys • Television Rating Points (TRP), Radio Rating Points (RRP) • Audience and media consumption research • Exit polls and media influence • Advertising and consumer behavior research 2. Introduction to Semiotics in Media Research: <ul style="list-style-type: none"> • What is semiotics? • Importance of semiotics in media studies • Media codes, signs, and symbols • Semiotics as a tool for media interpretation

10	Reference Books: <ol style="list-style-type: none"> 1. Research Methodology; Kothari: Wiley Eastern Ltd. 2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP 3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates. 4. Media Research Methods: Gunter, Brrie; (2000); Sage 5. Mass Media Research: Wimmer And Dominick 6. Milestones In Mass Communication: Research De Fleur 	
11	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation through: Class Tests / presentation, project / role play / assignment etc.	

Syllabus Designed by:

- Dr. Navita Kulkarni (Convener)
- Dr. Hanif Lakdawala (Course Expert)
- Prof. Rani D'Souza (Course Expert)
- Ms. Kavita Makhija