



SHAHEED BENAZIR BHUTTO UNIVERSITY, SBA
BS Part – VI Department of Media & Communication Studies
Course Outline

Mass Media Research-I

*Course Name: **Mass Media Research/ Research Methodology***

*Teacher/facilitator: **Dr. Taha Shabbir***

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Class times: Monday to Wednesday

Course Description and Learning Objectives:

This course will introduce students to social science research techniques as they have been applied to journalism, media, and communication practice and theory. As a result of taking this course, students will be able to: define research; explain and apply research terms; describe the research process and the principles, activities, skills, and research ethics associated with each phase of the research process; explain the relationship between theory and research; Describe and compare the predominant research methods in journalism, media, and communication; select a research topic and appropriate methodology and theory; propose a research study and justify decisions about the methodology, including sampling and the measurement instrument; Understand the importance of research ethics and the integration of research ethics into the research process. Assess a published journal article that uses one of the primary research methods in the field. Understand the impact of changes in society, technology and the field of journalism and mass communication on the research process, validity of research results, theories and models.

Recommended books:

1. Research Methods in Social sciences (Pdf by virtual university)
2. Mass Media Research (An Intro) by Roger D Wimmer & Joseph R Dominick)
3. Communication theories and methods by Warner J Severin
4. Media Metrics by Sege publication

Assessment

Sessional Tests	10
Assignment	10
Presentation	10
Midterm Test	30
Semester Final Test	40
Total Mark	100

Summary Schedule

Week No.	Chapters	Topics
01	Introduction	Def, concept, approaches to Mass Media research
02	Research Procedure	How to start research work
03	Basic research	Sampling, Hypothesis, Research questions.
04	Theoretical Framework	Statement of problem and conceptual frame work
06	Literature Review	Definition, Advantage and disadvantage
07	Research Design	Type of Research along with techniques
08	Quantitative and Qualitative	Pattern of conducting research
09	Survey	Questionnaire design and adoption
10	Media content Analysis	Introduction & Pattern of doing search
Mid Term		
11	Data	Sources of data & Data collection
12	Statistical formulas for data analysis	Introduction & Examples
13	Data Presentation	Seminar presentation techniques
12	Thesis, Synopsis and Research papers writing skills	Definition, difference in writing ways
13	Assignments	Will submit by students on assigned topics
14	Presentation	Presentations on different topics
15	Revision and Practice	Revision of covered lectures
16	Preparation of Semester exams	Mock test and discussion

The End