

BJ(MC): 5th SEMESTER

Media Research

Exam code: 303

OBJECTIVE: The main objective of writing this assignment is to understand the various aspects of research in the field of media identify and use the techniques of sampling. Knowledge of research methods helps journalism students to examine the functioning of various media.

QUESTIONS

- Q1. What are the steps in carrying out media research? Explain with example.
- Q2. What is probability sampling? Write its various types giving one example for each.
- Q3. How would you explain quantitative and qualitative research approaches in media research?
- Q4. What are IRS and NRS? Describe both in detail.
- Q5. Explain content analysis method of data collection with suitable examples.

PROCEDURE

For completing the assignment students should refer to the books mentioned in syllabus and they can take help from library. The assignment should be handwritten and properly filled. Presentation of assignments is important; students should make assignment in the following manner.

1. Cover page
2. Objectives
3. Index
4. Content
5. Conclusion
6. References
7. Softcopy and Hardcopy
8. Give proper headings and subheadings
9. Explain every topic in points and use diagrams, wherever applicable.
10. Put Examples etc.

OUTCOME:

After doing the assignment, students will be able to understand the basic types and tools of Media Research and they can employ these methods in detail.

REFERENCE BOOKS:

1. C.R. Kothari Research Methodology : Methods and Techniques, Wishwa Parkashan, New Delhi
2. S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha