

**Curriculum Plan: Dr. Aahana Chopra, Assistant Professor, Department of Journalism**

2025-26 (Odd Semester)

**B.A. (H) Journalism (Semester VI)**

<b>Name of Paper and Code</b>	<b>Allocation of Lectures</b>	<b>Month wise Schedule followed by Department</b>	<b>Tutorial/ Assignment/Presentation, etc.</b>
<b>DSE 12- Research Methodology for Media</b>			
<b>UNIT I: Introduction to Research and Basic Elements</b> <ul style="list-style-type: none"><li>• Definition, basic and applied research</li><li>• Scientific approach, theoretical framework</li><li>• Steps of research: selection of the problem, review of literature, statement of hypothesis and research question, methodology and methods, research design, sampling, data analysis and interpretation, presentation of results</li><li>• Replication and ethical perspectives of mass media research</li><li>• Concepts and constructs</li><li>• Independent and dependent variables</li><li>• Nature of Measurement, levels of measurement, measurement scales, specialized rating scales, reliability and validity, research question and hypothesis</li></ul>	15	January-March	<ol style="list-style-type: none"><li>1. Discussion of Research based Case studies</li><li>2. Workshop</li><li>3. Exercise of ROL</li></ol>

<p><b>UNIT II: Sampling and Methods</b></p> <ul style="list-style-type: none"> <li>• Universe, population, need for sampling</li> <li>• Sampling methods: probability and non-probability</li> <li>• Representativeness of the samples</li> <li>• Sampling error</li> <li>• Sample size</li> <li>• Quantitative and Qualitative Techniques: <ul style="list-style-type: none"> <li>○ Content analysis</li> <li>○ Survey method</li> <li>○ Audience and readership surveys</li> <li>○ Designing questionnaires</li> <li>○ Observation methods</li> <li>○ Experimental research</li> <li>○ Case studies</li> <li>○ Field experiments</li> <li>○ Focus groups</li> <li>○ Intensive interviews</li> <li>○ Longitudinal research</li> <li>○ Historical research</li> <li>○ Ethnographies</li> <li>○ Textual analysis</li> <li>○ Discourse analysis</li> </ul> </li> </ul>	15	March-April	<ol style="list-style-type: none"> <li>1. Class Test</li> <li>2. Discussion of Research Topics for proposal writing</li> </ol>
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