

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
Department of Visual Communication
Lesson Plan

Subject : Media Research Methodology / PVC18301

Regulation: 2018

Class : II M.Sc., Visual Communication [Third Semester]

Sl	Month	Week	Hour	Unit	Topics to be covered	Staff Sign.	H.O.D Sign.	Dean Sign.	Remarks
1	June	17/06/2019 To 21/06/2019	5	I	Introduction to Research				
					Introduction to Media Research				
					Characteristics & Motivation of Research				
					Types of Research				
2	June	24/06/2019 To 28/06/2019	5	I	Basics of Research Approaches				
					Introduction to Research Methodology				
					Media Research Vs Social Research				
					Mass Communication research in World				
3	July	01/07/2019 To 05/07/2019	5	I	Mass Communication research in India				
					Thrust areas in Media Research				
					Need for Media Analysis				
					Concepts and Theories in Media studies				
4	July	08/07/2019 To 12/07/2019	5	II	Introduction to Research Procedure				
					Media Research Problems				
					Data- Primary & Secondary Data				
					Introduction to Research Questions				
5	July	15/07/2019 To 19/07/2019	5	II	Introduction to Hypothesis & its types				
					Importance of Hypotheses				
					Constructing Hypotheses				
					Sample- Sampling Procedure & Sample size				
6	July	15/07/2019 To 19/07/2019	5	II	Types of Sampling- Probability & Non-Probability				
					Sampling Problems				
					Merits & Demerits of Sampling Techniques				
					Introduction to Sampling Error				
7	July & August	29/07/2019 To 02/08/2019	5	III	Introduction to Data				
					Types of Data- Nominal & Ordinal				
					Types of Data- Interval & Ratio				
					Data Collection Methods				

8	August	05/08/2019 To 09/08/2019	5	III	Introduction to Data Collection Tools				
					Introduction to Questionnaire				
					Questionnaire types				
					Cycle Test- I				
9	August	13/08/2019 To 16/08/2019	3	III	Construction of Questionnaire				
					Introduction to Focus Group				
					Introduction to Observation Techniques				
10	August	19/08/2019 To 23/08/2019	5	IV	Introduction to Research Design				
					Experimental Research Methods				
					Non Experimental Research Method				
					Research Method Procedures				
11	August	26/08/2019 To 30/08/2019	5	IV	Introduction to Qualitative Studies				
					Introduction to Quantitative Studies				
					Descriptive Research				
					Analytical Research				
					Cross Sectional Research Designs				
12	Sep	03/09/2019 To 06/09/2019	4	IV	Longitudinal Research Designs				
					Factorial Design				
					Content Analysis				
					Case Study Approach				
13	Sep	09/09/2019 To 13/09/2019	4	V	Introduction to Data Analysis				
					Data Classification- Coding				
					Data Classification- Tabulation				
					Graphic Representation of Data				
14	Sep	16/09/2019 To 20/09/2019	5	V	Introduction to Statistics				
					Applications of Parametric Statistics				
					Cycle Test- II				
15	Sep	23/09/2019 To 27/09/2019	5	V	Applications of Non Parametric Statistics				
					Thesis Writing Method				
					Thesis Writing Format				
16	Sep & Oct	30/09/2019 To 04/10/2019	4	V	Thesis Writing Style				
					Ethics in Conducting Research				
					Revision				

Prepared by:

Coordinator (Lesson Plan)

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