**Daffodil International University**

Faculty of Humanities and Social Science

Department of Journalism and Mass Communication

# Course Outline [OBE Guided]

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| **Course Code:** JMC 306 | **Course Title: Communication Research Methodology** |
| **Credit: 03** | **CIE Marks: 60 SEE Marks: 40** |

**Course Description:**

The course has been designed to provide the students with fundamental concepts of research in different fields of human communication. Particular focuses will be laid on methodological approaches applied in the fields of communication and media researches i.e. audience profile survey, perception survey, content analysis of television, radio, newspapers and online portals. The courses will also deal with the process of a media research, from generation of ideas to study implementation.

**Course Objectives:**

The objectives of this course are to:

* Impart knowledge on the scope of journalism, communication and media researches
* Make the students oriented with methods of social research with particular emphasis on mass communication and journalism
* Facilitate the students to design pragmatic research proposals in the areas of communication, media and journalism that are significant to the society
* Enable the students to carry out researches in the aforesaid fields independently.

**Course Learning Outcome**: By the end of the course, student will be able to:

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| CLO1 | identify the field of work in communication, journalism and media research at home and abroad |
| CLO2 | gain expertise in various methods of social research with particular emphasis on mass communication and journalism |
| CLO3 | prepare various types of research proposal on diverse issues of media and communication researches |
| CLO4 | design and conduct research works in the fields of communication and journalism |

# Mapping of Course Learning Outcomes to Program Learning Outcomes [attainment level used for CLO’s from 1(weak)-3(strong) correlation]

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| PLO’s  CLO’s | PLO1 | PLO2 | PLO3 | PLO4 | PLO5 | PLO6 | PLO7 | PLO8 | PLO9 | PLO10 | PLO11 | PLO12 |
| CLO1 | 3 |  |  |  |  |  |  |  |  |  |  |  |
| CLO2 | 3 |  |  |  |  |  | 3 |  |  |  |  |  |
| CLO3 | 3 |  |  |  |  |  | 2 |  | 3 |  |  |  |
| CLO4 | 3 |  |  |  |  |  |  |  |  |  |  | 3 |
| CLO5 |  |  |  |  |  |  | 3 |  |  | 3 |  | 3 |

**Teaching and Learning Activities (TLA)**

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| **TLA1** | Interactive discussion using white board / multimedia. |
| **TLA2** | Active discussion in class (online/onsite) regarding efficient solving of communication problems |
| **TLA3** | Assignment and Presentation of diverse problems based on the corresponding lectures. |
| **TLA4** | Evaluation of class performances to reach each student in a class for every topic. |

**Course Delivery Plan/Lesson Delivery Plan:**

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| **Week/Lesson (hour)** | **Discussion Topic and Book Reference** | **Student Activities during Online and Onsite and TLA** | **Mapping with CLO** |
| **Week-1** Lesson 1 &2  [2 Hours] | **Lesson 1:** Introduction to course, Course Approach, Course Methodology, Marks Distribution, Assessment and Evaluation | Ice-Breaking sessions Online/Onsite, Discussion Using Interactive content e.g. Voice over PPT, Video, Brainstorming | - |
| **Lesson 2:** Importance and use of the course, sharing expectations and outcomes, Motivation, and Self-development. | Online/Onsite, Discussion Using Interactive content e.g. Voice over PPT, Video, Brainstorming-Conversation, Sharing real life experience | - |
| **Week-2** Lesson 1 &2  [2 Hours] | **Lesson 1:** What is ‘Research’? Why is ‘Research’? Why is research important in communication and journalism? | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO1 |
| **Lesson 2:**What type of researches can be carried out in media, communication and journalism? | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO1 |
| **Week-3**  Lesson 1 &2  [2 Hours] | **Lesson 1:** What types of researches in communication, media and journalism are being carried out in Bangladesh? | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CL03 |
| **Lesson 2:**Communication Research Methodologies | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CL03 |
| **Class Test# 1: Either online or onsite based on Week 2 and Week 3 discussion.**  **Achieve CLO1. CLO3**  **[Assignment 1: Based on the discussion of Wk-2; Due: Week-5]** | | | |
| **Week/Lesson (hour)** | **Discussion Topic and Book Reference** | **Student Activities during Online and Onsite and TLA** | **Mapping with CLO** |
| **Week-4** Lesson 1 &2  [2 Hours] | **Lesson 1:**: Social Survey: Audience Survey techniques and Process | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO2 |
| **Lesson 2:**Needs assessment of media houses and audience perception study | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO2 |
| **Week-5** Lesson 1 &2  [2 Hours] | **Lesson 1:**Media Uses and Gratification survey | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO3, CLO1 |
| **Lesson 2:Lesson 1:**Content and discourse analysis method | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO3CLO1 |
| **Class Test# 2: Either online or onsite based on Week 4-Week 5 discussion.**  **Achieve CLO1, CLO2 and CLO3** | | | |
| **Week-6** Lesson 1 &2  [2 Hours] | **Lesson 1: Presentation**  Presentation will be taken on selected topics that are related with the course content as a group or individual | PPT, Video or Live Presentation | CLO5 |
| **Lesson 2: Presentation**  Presentation will be taken on selected topics that are related with the course content as a group or individual | PPT, Video or Live Presentation | CLO5 |
| **Week-7**Lesson 1 &2  [2 Hours] | **Lesson 1:**Case studies and Focus Group Discussion(FGD) | PPT |  |
| **Lesson 2:** Key Informant Interviews(KII) | PPT |  |
| **Week-8**Lesson 1 &2  [2 Hours] | **Lesson 1:** Sampling types and techniques in survey research | PPT |  |
| **Lesson 2:** Social survey implementation process | PPT |  |
| **Week-9** Lesson 1 &2  [2 Hours] | Lesson 1: Literature Review | PPT |  |
| Lesson 2: Referencing style | PPT |  |
| **Week – 10** | **Midterm Examination**  **Syllabus: Week 1 – Week 6** | | |
| **Week/Lesson (hour)** | **Discussion Topic and Book Reference** | **Student Activities during Online and Onsite and TLA** | **Mapping with CLO** |
| **Week-11** Lesson 1 &2  [2 Hours] | **Lesson 1:** Research Questions | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO2, CLO1 |
| **Lesson 2:** Hypothesis | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO2, CLO1 |
| **[Assignment 2: Topics Related with course content; Due: Week-11]** | | | |
| **Week-12**Lesson 1 &2  [2 Hours] | **Lesson 1:** Developing survey questionnaire | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO2 |
| **Lesson 2:**Data and data collection techniques | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO2 |
| **Week-13**Lesson 1 &2  [2 Hours] | **Lesson 1:**  Developing survey questionnaire (practice) | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO4 |
| **Lesson 2:**Data analysis and management approaches | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO4 |
| **Class Test# 3: Either online or onsite based on Wk8-Wk10 discussion.**  **Achieve CLO2 and CLO4** | | | |
| **Week/Lesson (hour)** | **Discussion Topic and Book Reference** | **Student Activities during Online and Onsite and TLA** | **Mapping with CLO** |
| **Week-14**Lesson 1 &2  [2 Hours] | **Lesson 1:** Designing of a research proposal : components | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CL02 |
| **Lesson 2:**Designing of a research proposal (practical) | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO2,  CLO5 |
| **Week-15**Lesson 1 &2  [2 Hours] | **Lesson 1:**Data collection/gathering for a micro-level research (practical)  [May be any survey research, content and discourse analysis or any situation analysis, etc.] | PPT, Video or Live Presentation | CLO5 |
| **Lesson 2:** Data analysis for a micro-level research (practical) | PPT, Video or Live Presentation | CLO5 |
| **Week-16**Lesson 1 &2  [2 Hours] | **Lesson 1:**  Preparing research report | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study | CLO2 CLO3 CLO4  CLO5 |
| Lesson 2: Preparing research report | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study |
| **Week-17** Lesson 1 &2  [2 Hours] | Lesson 1: Preparing research report | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study |  |
| Lesson 2:Preparing research report | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study |  |
| **Week-18**Lesson 1 &2  [2 Hours] | Lesson 1: Presentation of the research findings | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study |  |
| Lesson 2: Presentation of the research findings | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study |  |
| **Week-19**Lesson 1 &2  [2 Hours] | Lesson 1: Review of the research project | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study |  |
| Lesson 2: Review of the research project | Online/Onsite, Open Discussion Using Interactive content e.g. Voice over PPT, PPT, Video, Peer Study |  |
| **Week – 20: Final Examination**  **Syllabus: Week 11-20** | | | |

# Reference Books:

SHEIKH & SHAH (2015), *FOUNDATION OF HUMAN COMMUNICATION, Dhaka.*

*Anydhara.*

DEVITO, JOSEPH A. (2015) *HUMAN COMMUNICATION,* 13thEd, New York, Pearson. BERLO.

David K. (1960) THE PROCESS OF COMMUNICATION, New York, Holt, Rinehart & Winston.

WILLIAMS, RAYMOND (2016), *COMMUNICATION*, New York, Random House.

SCHRAMM, WILBUR, (1969) *MASS COMMUNICATION,* Illinois, University of Illinois Press.

# CIE – Breakup (Theory) [60 marks]

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| **Bloom’s**  **Criteria** | **Attendance (07)** | **Class Test (15)** | **Assignment (05)** | **Presentation (08)** | **Mid Exam (25)** |
| Remember |  |  |  |  |  |
| Understand |  | 05 | 02 | 02 | 05 |
| Apply |  | 05 |  | 03 | 05 |
| Analyze |  | 03 | 03 |  | 05 |
| Evaluate |  | 02 |  |  | 05 |
| Create |  |  |  | 03 | 05 |

**SEE – Semester End Examination [40 marks] {Theory& Practice}**

|  |  |
| --- | --- |
| **Bloom Criteria** | **Score for the Test** |
| Remember | 05 |
| Understand | 05 |
| Apply | 10 |
| Analyze | 10 |
| Evaluate | 05 |
| Create | 05 |