

**Course: Discipline Specific Elective****Option \_\_\_\_\_ (1/2/3/4/5/6 - according to how many options have been finalised by the dept.)**

Semester _____	6
Paper Number	HMVDS6031T+P
Paper Title	Research Methods
No. of Credits	6
Theory/Composite	Composite
No. of periods assigned	Th: 4 Pr: 2
Name of Faculty member(s)	
Course description/objective	To prepare students for the final dissertation and teaching them different research methods and tools. By the end of the course, students will know what knowledge and research is. Different TYPES of research will be discussed. Students will learn to write academic essay and will plan for their dissertation.
Syllabus	Module A (52 classes) <ul style="list-style-type: none"> <li>• What is research? Empiricism and rationalism debate.</li> <li>• Qualitative and quantitative research methods.</li> <li>• How to do sampling. Different sampling methods.</li> <li>• Learning different research methods – preparing questionnaire, in-depth interview, and group discussion.</li> </ul> Module B Practical (39 classes) <ul style="list-style-type: none"> <li>• The students are required to do the following works - field work, questionnaire preparation, collecting data, conducting interviews, sampling and survey, data analysis.</li> <li>• The students are guided to formulate their dissertation topic: finding the research question, citation rules, preparing bibliography.</li> </ul>
Texts	N/A
Reading/Reference Lists	<ul style="list-style-type: none"> <li>• Berger, Arthur Asa. <i>Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches</i>. Sage Publications. 2000.</li> <li>• Kenney, Keith R. <i>Visual Communication Research Designs</i>. Routledge. 2009.</li> <li>• Anderson, James A. <i>Communication Research: Issues and Methods</i>. McGraw-Hill. 1987</li> </ul>
Evaluation	CIA: 20 End-Sem: 50 T 30 P