

**SES's L.S. RAHEJA COLLEGE OF ARTS AND  
COMMERCE  
(AUTONOMOUS)**



**BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION  
PROGRAMME: BAMMC**

**SEMESTER: IV**

**NOMENCLATURE OF THE COURSE: Mass Media Research**

**NEP Vertical: Major**

**Credit: 04**

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



<b>Programme</b>	<b>Bachelor of Arts in Multimedia and Mass Communication</b>
<b>Nomenclature of the Course</b>	<b>Mass Media Research</b>
<b>Total Marks</b>	<b>100 Marks</b>
<b>Semester</b>	<b>IV</b>
<b>Academic year</b>	<b>2025-2026</b>

**Learning Objectives:**

- To gain the ability to design and implement effective data collection techniques, such as surveys, interviews, content analysis, and audience research.
- To gain practical experience in designing, conducting, and presenting mass media research projects, addressing real-world issues.
- To understand and apply ethical guidelines and considerations in conducting media research, including issues related to privacy, consent, and representation.
- To learn basic fundamentals of mass media research.

**Course outcomes:**

- Learners will be able to demonstrate research skills.
- Learners will be able to enhance knowledge of research methods, approaches and tools.
- Learners will gain proficiency to conduct research in field of mass communication.
- Learners will be able to demonstrate thorough understanding of application of research in media industry.

<b>Unit</b>	<b>Course Content</b>	<b>Andragogy</b>	<b>No of Lectures</b>
<b>I</b>	<p><b>Introduction to Mass Media</b></p> <ul style="list-style-type: none"> <li>• Introduction to Research Concepts</li> <li>• Definition, Relevance and Scope of Mass Media Research</li> <li>• Key Concepts in Media Research (Audience, Message, Effects)</li> <li>• Qualitative Research and Quantitative Research</li> <li>• Ethical Considerations in Media Research</li> </ul>	Lectures/ Presentations/ Classwork/ Discussions/	<b>15</b>
<b>II</b>	<p><b>Research Techniques in Media</b></p> <ul style="list-style-type: none"> <li>• Introduction to research methodologies</li> <li>• Steps in Research</li> <li>• Introduction to Sampling</li> <li>• Data Collection Methods Public Opinion Survey Depth interviews and Focus Group discussions to study public perception Experimental research to test media effects</li> <li>• Secondary Data</li> <li>• Designing Questionnaires</li> </ul>	Lectures/ Discussions/ Presentations/ Classwork	<b>15</b>

<b>III</b>	<b>Data Analysis and Statistics</b> <ul style="list-style-type: none"> <li>• Data Tabulation</li> <li>• Basic statistical procedures Mean, Media Mode Standard Deviation and co-relation</li> <li>• Research Report format</li> <li>• Presentation of research report</li> </ul>	Lectures/ Presentations/ Class work/ Discussions	<b>15</b>
<b>IV</b>	<b>Applications of Mass Media Research</b> <ul style="list-style-type: none"> <li>• Research in Print and electronic media</li> <li>• Internet research and new media</li> <li>• Role of Media Research</li> <li>- Journalism</li> <li>- Advertising</li> <li>- Public Relations</li> <li>• Content analysis</li> <li>• Semiotics and its relevance in advertising</li> </ul>	Case Study/ Lecture/ Presentations	<b>15</b>

*Syllabus Courtesy: Dr. Hanif Lakdawala*

#### SUGGESTED READINGS

1. Carr, S. (2002). Introduction: about the research.
2. Wimmer, R. D. (2011). *Mass media research: An introduction*. Cengage learning.
3. McQuail, D. (1977). The influence and effects of mass media. *Mass communication and society*, 70-94.
4. Chaffee, S. H. (1977). Mass media effects: New research perspectives. *Communication research: A half-century appraisal*, 210-241.
5. Vivian, J. (2008). *The media of mass communication* (p. 0). Pearson Allyn and Bacon.
6. Asenahabi, B. M. (2019). Basics of research design: A guide to selecting appropriate research design. *International Journal of Contemporary Applied Researches*, 6(5), 76-89.

## Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Presentation	10/20
2	Assignment/ Project	10/20
3	Class Participation	5
4	Viva-Voce	5
	<b>TOTAL</b>	<b>40</b>

## Term End Examinations (TEE) Question Paper Pattern

Maximum Marks: 60

Duration: 2 Hours

All questions are compulsory.

Question No.	Description	Total Marks
1	C. Case Study / Application Based / Concept testing	12
2	D. Full Length Theory Question OR	12
	B. Full Length Theory Question	
3	C. Full Length Theory Question OR	12
	D. Full Length Theory Question	
4	B. Full Length Theory Question OR	12
	C. Full Length Theory Question	
5	C. Full Length Theory Question OR	12
	D. Full Length Theory Question	

Note: The Full-length theory question of 12 marks each may be split into two smaller questions of 6 marks questions or three smaller four marks question.