

Appendix-115  
Resolution No. 8-9

CNC-II/093/1/Misc./2025/27

Dated: 26.12.2025

**NOTIFICATION**

**Sub: Amendment to Ordinance V**

Following addition be made to Appendix-II-A to the Ordinance V (2-A) of the Ordinances of the University;

**Add the following:**

The syllabus of Discipline Specific Elective (DSEs) paper titled "Research Methodology" offered for the students of Bachelor of Multi Media & Mass Communication (BMMMC) in Semester-VI/VII under Faculty of Applied Social Sciences and Humanities is notified for the information of all concerned as per *Annexure-1*.

*hleeht*  
*28/12/25*

**REGISTRAR**

**B.A(H) MMMC Undergraduate Programme of study with Multi Media and Mass  
Communication as a Single Core Discipline  
(B.A. Honours in Multi Media and Mass Communication)**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

**DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-11 Research Methodology**

Course Title & Code	Credits	Credit Distribution of the Course			Eligibility criteria	Pre-requisite of the course (if any)
	4	Lecture	Tutorial	Practical/ Practice		
<b>DSE Research Methodology</b>	4	3	1	0	Class XII	Nil

**Syllabus of DSE**

**Course Objectives**

1. To develop a comprehensive understanding of research methodologies and their applications.
2. To critically evaluate and synthesize literature to identify research gaps and formulate research questions.
3. To apply appropriate research designs, data collection methods, and analytical tools to conduct research.
4. To demonstrate the ability to structure and present research findings effectively in written format.

**Course Learning Outcomes**

1. Understand key research methodologies and their applications in studying phenomena.
2. Critically evaluate and synthesize existing literature, identify research gaps and formulate well-defined research questions.
3. Apply appropriate research designs, data collection methods, and analytical tools to conduct rigorous research.
4. Effectively structure and present research findings in written formats, adhering to academic and professional standards.

# Communication Research

## Unit 1: Foundations of Research

1. Understanding Key Concepts: Primary vs. Secondary Data
2. Conducting a Literature Review: Purpose, scope, and methods
3. Identifying the Research Gap: Approaches to problem formulation and analytical reasoning
4. Research Ethics: Integrity, plagiarism, consent, and responsible scholarship

## Unit 2: Research Methodology

1. Research Design: Qualitative, Quantitative, and Mixed-Method approaches
2. Sampling Techniques: Probability and non-probability sampling
3. Theoretical Frameworks: Conceptual grounding and model building
4. Data Collection Methods: Surveys, interviews, focus groups, observations, and digital tools

## Unit 3: Data Analysis

1. Analytical Tools: Introduction to SPSS, Excel, and other analysis platforms
2. Data Interpretation: Making meaning from patterns, trends, and narratives
3. Presenting Findings: Tables, charts, visualizations, and narrative synthesis
4. Research Writing: Structuring results and discussion in academic papers

## Unit 4: Application and Academic Writing

1. Developing Communication Research Projects: From idea to execution
2. Academic Writing Skills: Structuring and drafting research papers
3. Thesis Statements & Proposal Writing: Crafting clarity, coherence, and purpose
4. Key Terms and Keywords in Research: Academic vocabulary and indexing

**References****Essential Readings**

- Berger, A. A. (1998). Media research techniques. London: Sage.
- Hansen, A. (2011). Mass communication research methods. London: Sage.
- Kothari, C. R. (2004). Research methodology methods & techniques. New Delhi: New Age International
- Wimmer, R. D., & Dominick, J. R. (2009). Mass media research: An introduction. New York: Thomson Wadsworth.

**Additional Resources:****Suggested Reading**

- Baran, S. J., & Davis, D. K. (2015). Mass communication theory: Foundations, ferment, and future. Connecticut: Cengage Learning.
- Croteau, D., & Hoynes, W. (2003). Media society: Industries, images, and audiences. London: Sage.
- McLuhan, M., & Moos, M. A. (1998). Media research: Technology, art, communication. London: Routledge
- Neuendorf, K. A. (2017). The content analysis guidebook. Los Angeles: Sage.

**Keywords:**

Research, Thesis Statement, Proposal Writing, Methodology, Ethics, Data Collection, Analysis, Interpretation

**Assessment Method**

Evaluation scheme and mode will be as per the guidelines notified by University of Delhi.