

Comilla University
Department of Mass Communication and Journalism
Course Code: MCJ-206
Course Title: Basics of Media and Communication Research

(Marking Distribution: Total Mark 100

Before final 40: First Mid 10, Second Mid 10, Assignment 10, Presentation 5, and Attendance 5
Final: 60) (A Sample question is enclosed)

Course Objective

This course aims to introduce students to the basic concepts, methods, and processes of media and communication research. It develops students' understanding of research design, problem identification, literature review, quantitative and qualitative methods, data analysis, and report writing. The course also encourages critical thinking and ethical research practices, enabling students to conduct systematic and academic research in journalism, media, and communication studies.

Course Content

1. The Nature and Tools of Research
2. The Problem: The Heart of the Research Process
3. Review of the Related Literature
4. Planning Your Research Project
5. Writing the Research Proposal
6. Descriptive Research
7. Experimental, Quasi-Experimental, and Ex Post Facto Designs
8. Analyzing Quantitative Data
9. Qualitative Research Methods
10. Historical Research
11. Analyzing Qualitative Data
12. Mixed-Methods Designs
13. Planning and Preparing a Final Research Report

Suggested Reference Books

1. Leedy, P. D., & Ormrod, J. E. *Practical Research: Planning and Design*.
2. Wimmer, R. D., & Dominick, J. R. *Mass Media Research: An Introduction*.
3. Creswell, J. W. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.
4. Berger, A. A. *Media and Communication Research Methods*.
5. Neuman, W. L. *Social Research Methods: Qualitative and Quantitative Approaches*.