

Course Code: MCJ-502

Course Title: Media Research and Cultural Analysis

Course Contents:

1. Newspaper: Different Types of Print Media research
2. Electronic Media: Ratings and Non-ratings Research
3. Media Impact: Antisocial and Per social effects of media Content
4. Agenda setting
5. cultivation and Projection of Social reality
6. Uses and Gratifications
7. Audience Analysis
8. Framing and Frame Analysis
9. Biographical Method
10. Life History/Oral History
11. Textual Analysis (Larsen)
12. Visual Methods: Image Analysis
13. Representation
14. semiotics
15. Marxist Analysis
16. Psychoanalytic Criticism
17. Discourse Analysis
18. Critical Discourse Analysis
19. Representation Analysis
20. Online Research
21. Feminist Research Methods

Book Recommended:

Arthur Berger- Media Analysis Techniques

Denzin, K. & LocoIn –Handbook of Qualitative Research

Roger Wimmer and Joseph Dominick-Mass Media Research: An Introduction