

Mother Teresa Women's University, Kodaikanal
VISUAL COMMUNICATION
Course Work syllabus
Media Research – Compulsory Paper

Unit :1

Evolving Theoretical Background of Media Research : Major theoretical perspectives of communication research, Influence of traditions in media, positivism, interpretive social science, critical social science, convergence of perspectives, research paradigms in media research, use and gratifications, critical paradigm

Unit : 2

Overview of Media Research Methodologies: Audiences, quantitative approaches to audiences, surveys , types and purpose of surveys, experiments , types of experimental designs, purpose of experiments, methodological gaps, types and purpose of observational study,testing hypothesis

Unit : 3

Typography and make up research , readability research , coder's perception and audience's perception , historical development of print journalism , historical development of Radio and telephony, historical development of television

Unit : 4

Computers, computer applications in communication, Internet features, browsing, e-mail, web page creation, Blogs, Twitter, e-newspapers, e-learning , Facebook, developments in communication with internet, mobile phones, mobile banking, mobile applications, Whats App

Unit : 5

Social responsibilities of communication, Role and benefits of new media, quantitative vs qualitative analysis, content analysis, case studies with impacts of media

Unit – 5a.

Plagiarism – Definition – History of Plagiarism – Key to avoid Plagiarism – Different forms of Plagiarism – Intentional – Unintentional – Non – Attribution – accidental – Common Plagiarism Problems – Six ways to avoid plagiarism in Research Report – Paraphrase – cite – Quoting – Citing Quotes – Citing one's own material – Referencing – Plagiarism checker services – Softwares – write check – VAILL Tutor Tool – Plagiarism Test – Pen and Paper plagiarism Knowledge Test – etc. UGC Public notice dated 01.09.2017

References:

CHAPTER 3 Overview of Media Research Methodologies: Media Output
CHAPTER 4 Measuring Media Usage and Exposure
CHAPTER 5 Measuring Affective Responses to Media
CHAPTER 6 Measuring Cognitive Responses to Media: Attention and Comprehension
CHAPTER 7 Measuring Cognitive Impact of Media
CHAPTER 8 Measuring Behavioural Impact of Media: From Association to Causation