



**Indraprastha College for Women
University of Delhi**

Work Plan for ODD SEMESTER – 2026

Course Name:	B.A(H) MMMC
Paper Title:	Research Methodology
Unique Paper Code:	629104701
Semester:	VII
Faculty:	Ms. Tanushree Sharma
Year:	2026-27

Work Plan			
Unit No.	Learning Objective	Lecture No.	Topics to be Covered
I	To develop a comprehensive understanding of research methodologies and their applications.	1.	Key Concepts: Primary and Secondary Data
I		2.	Key Concepts: Primary and Secondary Data
I		3.	Literature Review
I		4.	Literature Review
I		5.	Identifying the Research Gap and Problem Analysis
I		6.	Ethics of Research
II	To apply appropriate research designs, data collection methods, and analytical tools to conduct research.	7.	Research Design: Qualitative
II		8.	Quantitative Mixed Method
II		9.	Sampling Techniques
II		10.	Theoretical Framework
II		11.	Data Collection Methods: Surveys,
II		12.	Focus Groups, , Interviews

III	Critically evaluate and synthesize existing literature, identify research gaps and formulate well-defined research questions	13.	Data Interpretation, Presentation of Research Findings, Reporting and Writing Research Papers
III		14.	Developing Communication Projects
III		15.	Writing and Structuring Research Papers
IV	Effectively structure and present research findings in written formats, adhering to academic and professional standards.	16.	Thesis Statement
IV		17.	Proposal Writing
IV		18.	Key Terms and Keywords in Research
		19.	Revision

Unit	Contents/Syllabus
I	Foundations of Research 1. Key Concepts: Primary and Secondary Data 2. Literature Review 3. Identifying the Research Gap and Problem Analysis 4. Ethics of Research
II	Unit-2 Research Methodology 1. Research Design: Qualitative, Quantitative, Mixed Method 2. Sampling Techniques 3. Theoretical Framework 4. Data Collection Methods: Surveys, Focus Groups, Interviews
III	Unit-3 Data Analysis 1. Tools for Data Analysis: SPSS/Excel 2. Data Interpretation 3. Presentation of Research Findings 4. Reporting and Writing Research Papers
IV	Unit-4 Application and Writing 1. Developing Communication Projects 2. Writing and Structuring Research Papers

	3. Thesis Statement and Proposal Writing 4. Key Terms and Keywords in Research
S. No.	Name of Authors/Books/Publishers
	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.

	Paper Components		
Credits	Lecture (L)	Tutorial (T)	Practical (P)
4	3	1	NIL
Assessment Scheme			
S.No.	Component	Marking Scheme	Total Marks
1	Internal Assessment	12	30
	• Assignment	12	
	• Class Test	6	
	• Attendance		
2.	Continuous Assessment (Tutorial)	20	
		15	

	• Activity 1 • Activity 2 • Attendance	5	40
3.	Practical • Continuous Assessment • End Term Written/Practical Exam • Viva		NIL
4.	End Semester Examination		90