



## Pre-requisite based Study Material

for

## Media Research

(BA(JMC)-303)

by

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## Pre-requisite of Research

- **Research:** Research is an art of scientific investigation or technique. In other words, research is a systematized effort to gain knowledge and it is a process of collecting, evaluating, and interpreting information to answer questions.
  - **Research topic** should be relevant.
  - **Appropriate research instruments and taxonomy** should have research capacity.
  - Understanding the scientific methods is required to work out the **research plan and design**.
  - The research must be conducted with a certain and definite **aim, objective and purpose**.
  - Researchers need to follow a prescribed writing style such as **APA, MLA, etc.**

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## Pre-requisite of Research

- The research process involves **four major steps: posing a question, setting a hypothesis, collecting data to analyze the posed issue, and presenting answers to the posed question.**
- The steps for conducting research include **choosing a topic, identifying a problem, formulating research questions, creating a research design and writing a research proposal.**

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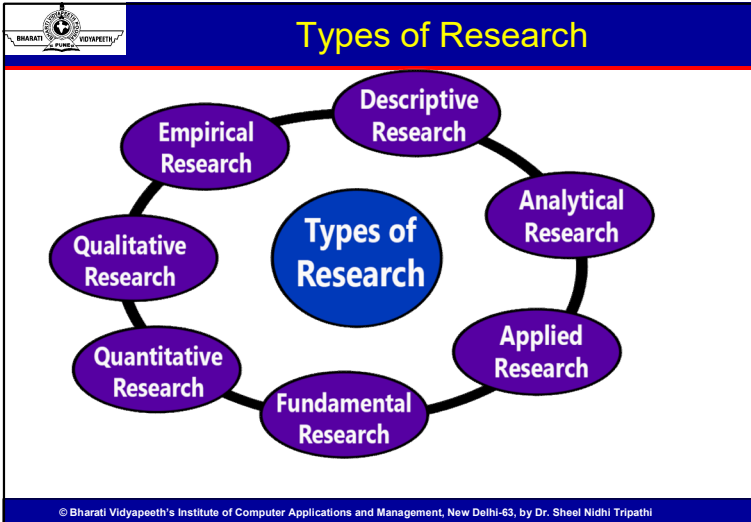
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**Other Readings / Suggestions**

- For basic understanding of Research problem, objective, methodology , sampling ,students are advised to go through following course book:
- [Research Methodology](#), by C.R. Kothari and Gaurav Garg.
- [Comprehensive Research Methodology: Focused on Marketing & Applied Research](#) by B.L. Agarwal

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