

## **Model Answers**

**MMCJ (Third Semester)**

**Paper: Communication Research**

**Subject Code:**

**1. Objective type questions:**

**Answer Key:**

I- (a)

II- (b)

III- (a)

IV- (a)

V- (b)

VI-(b)

VII- (a)

VIII-(c)

IX- (a)

X- (a)

**Descriptive type questions:**

Q. 2. What do you mean by media research? What is readership survey in media?

Ans- Media research is such a research in which we study or research about different medium of communication i.e. newspaper, magazines, radio, private channels, internet, television, folk media, news agencies etc.

In print media through readership survey we can know about the circulation, popularity, content etc. of printed medium (Magazine, Newspaper etc.)

Q.3. How we collect data? What is data processing and analysis?

Ans- We collect data through primary and secondary sources. Data processing involves editing, coding, classification, tabulation and graphical presentation while data analysis is a process of

inspecting, cleaning, transforming and modeling data with the goal of discovering useful information.

Q.4. What do you mean by research design? Discuss its work.

Ans- Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and control variance. The work of research design are given below-

- a. It provides the researcher a detailed photographic plan of work to be carried out.
- b. It dictates boundaries of research activity and enable the investigator to channel his energies in specific directions.
- c. It enables the investigator to anticipate potential problems in the implementation of the study.

Q.5. What is Exploratory research design? What are the methods for it?

Ans- The objective of exploratory research is to gather preliminary information that will help define problems and suggest solution. It clears the confusion of researcher and search something new knowledge..There are different methods of it like-

- a. Review of relevant literature
- b. The experts survey
- c. Case study

Q.6. What is Primary sources? Tell its collection method.

Ans- Primary source is a method of data collection in which researcher collect data directly on the research topic. Primary source (also called original source or evidence) is an artifact, a document, a recording, or other source of information that was created at the time under study. It serves as an original source of information about the topic.

In this we collect data through interview, schedule and questionnaire, diary, travelogues, memoirs etc.

Q.7. What is the process of communication research? Describe.

Ans- In communication research we study on the different components of communication like- sender, message, channel, receiver etc. The process of communication research includes: Problem formulation–conceptualization-hypothesis building- research design.

Q.8. How can we know about the audience of electronic media?

Ans- The three most common methods employed for conducting audience surveys are: the recall method, the consumer panel and tameters (television audience meters). Tameters (or people meter) are used widely in the west to record the times when television set is 'on' the meters, however, do not record who was actually watching at the set was switched on. The meters are connected directly to telephone lines and these in turn to central computers. Generally, this mechanical recording is combined with panel survey and interviews to obtain a clearer picture of audience response.

Rating and Non-rating research is also a methods of audience research which also includes TRP(Television Rating Point).