

**DEPARTMENT OF MASS COMMUNICATION  
FORMAN CHRISTIAN COLLEGE (A CHARTERED UNIVERSITY)**

**Course Information:**

Course Title: Fundamentals of Research (3 Credits)  
Course Code: MCOM 290  
Semester: Spring 2023

**Instructor Information:**

Name: Shamail Zehra  
Office Room: E-213  
Office Timings: Tuesday, Thursday 1:00-2:00  
Email: [shamailzehra@fccollege.edu.pk](mailto:shamailzehra@fccollege.edu.pk)

**Course Description**

This course is designed to develop the basic understanding of students about the social-scientific process of research used in the field of Mass Communication. This course will give an insight into the concepts, process, elements, measurement and methods of Mass Communication research. It will also enable students to explore the mass media phenomenon in the society, gauge the effects and impacts of mass communication through using the basic understanding of research. The prospective students of this course are those who already taken the pre-requisites of mass communication course.

**Learning Objectives:**

**Students will be able to:**

- Learn the basics of nature and process of scientific inquiry in the field of mass communication
- Identify and prepare a preface on selected topics of mass media research
- Analyze the impact of mass communication in society
- Learn and practice the basic tools of research

## Communication and Correspondence

- All class material and course instruction will be posted on Moodle account <http://tmoodle.fccollege.edu.pk/moodle/>
- If you want help regarding Moodle account, please contact: [its.moodle.help@fccollege.edu.pk](mailto:its.moodle.help@fccollege.edu.pk)
- You will also receive courses updated and announcements through emails on your FCC email address. Please note only use your FCC email address for communication.
- If you want help regarding your FCC email, please contact: [ithelp@fccollege.edu.pk](mailto:ithelp@fccollege.edu.pk)

**Class Attendance:** Attendance is 10 percent of total grade. Please inform through email in advance if you need to take leave for the class, in case of emergency, email the leave on the same day. Late leave applications wouldn't count. If you submit a leave application on time you will not miss the credit for class. *A total of 5 leave applications will be accepted in the entire term, marks will be deducted beyond 5 leave applications.*

**Respecting deadline:** All assignments should be submitted on time & presentation should be delivered on the scheduled date. No work would be accepted after deadline. No retake for any course activity. In case of emergency, email application along with the relevant documents.

## Code of Conduct

Students would NOT be allowed to enter late in class.

## Academic Integrity Policy

All students must abide by University Academic Integrity policies in case of violation (Cheating during exam, Plagiarism, Falsifying the data in Research) ALL CASES WILL BE REPORTED TO ACADEMIC INTEGRITY COMMITTEE

See the Details of Academic Integrity Policy in your Handbook

## Course Breakdown

Week	Content All classes lectures and course material will be available on Moodle	Activities	Quiz and Exams
Week 1	1.1 Introduction to course, class policies & Moodle site 1.2 Definition of research & classifications of research		
Week 2	1.3 Methods of Inquiry & characteristics of research 1.4 Introduction to Mass Media Research: Context, growth & phases	Practice Activity: Growth of Mass Media Research	
Week 3	1.4 Research Ethics: Theories, principles and problems	Practice Activity: Case Study Solutions (IRB guidelines)	Quiz

Week 4	2.1 Research process: Identification, selection and evaluation of research problem		
Week 5	2.2 Managing Information: Finding, writing and managing literature review. 2.2.1 Accessing and Using Scholarly Information from key databases and search engines	Practice Lab Activity: Searching and Citing Scholarly Sources (Digital Resource Presentation and Lab exercise)	
Week 6	2.2.3 Creating references and citations using reference managers 2.2.4 How to read a research paper: Step by Step guide	Practice Activity: Reading and Analyzing Scholarly Information- Step by Step guide on reading research papers	
Week 7	2.3 Choosing, designing and validating instrument 2.4 Basics of writing and publishing research report		
Week 8	3.1 Introduction to Concepts & Constructs 3.2 Introduction to Variables	Practice Activity: Identifying and Categorizing the Variable Types	Mid-Term
Week 9	Introduction to Qualitative Methodology		
Week 10	Introduction to Qualitative Research Methods: Case Study, Observation, Focus Group and Interviews		
Week 11	Introduction to Qualitative Methodology		
Week 12	Introduction to Quantitative Research Methods: Experiments, Survey and Content Analysis		
Week 13	Introduction to Proposal Writing	Research Proposal Discussion	
Week 14	Proposal Writing Techniques		
Week 15	Capstone and Revision of Proposal Drafts		

### Recommended Readings:

1. Mass Media Research by Wimmer & Dominick
2. The Essential Guide to Doing Research Zina O Leary

**Grading/Evaluation:**

<b>Quiz</b>	20 %
<b>Assignments &amp; Activities</b>	30 %
<b>Mid-Term Exam</b>	20 %
<b>Research proposal and presentation</b>	20 %
<b>Attendance</b>	10 %
<b>Total</b>	100 %

**Grading Legend:**

<b>Grades</b>	<b>Quality Pts</b>	<b>Numerical Value</b>	<b>Meanings</b>
A	4.00	93-100	Superior
A-	3.70	90-92	
B+	3.30	87-89	Good
B	3.00	83-86	
B-	2.70	80-82	
C+	2.30	77-79	Satisfactory
C	2.00	73-76	
C-	1.70	70-72	
D+	1.30	67-69	
D	1.00	60-66	Passing
F	0.00	59 or below	Fail