

MASS COMMUNICATION RESEARCH

TVET CDACC UNIT CODE: ME/CU/BJ/CR/12/6/MA

Relationship to Occupational Standards

This unit addresses the unit of competency: Conduct Research in Mass Communication

Duration of Unit: 120 hours

Unit Description

This unit specifies the competencies required to conduct research in mass communication. it involves identifying a research problem, formulating research objectives and questions, conducting literature review, determining research design, determining data collection methods, analyzing, interpreting and presenting data, and drafting research report

Summary of Learning Outcomes

	Elements	Duration (Hrs)
1	Identify a research problem	6
2	Formulate research objectives and questions	10
3	Conduct research literature review	14
4	Determine research design	10
5	Determine data collection methods	14
6	Analyse, interpret and present data	36
7	Draft research report	30
	TOTAL	120

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Identify a research problem	1.1 Definition of research 1.2 importance of research 1.3 types of research 1.4 problem of research 1.5 formulate research problem 1.6 sources of research problem 1.7 qualities of good problem statements 1.8 qualities of effective	• Observation • Written tests • Assignments • Supervised exercises

	objective	
2. Formulate research objectives and questions	2.1 purpose of hypothesis 2.2 characteristics of good hypothesis 2.3 types of hypothesis	• Observation • Written tests • Assignments • Supervised exercises
3. Conduct research literature review	3.1 importance of literature review 3.2 scope of literature review 3.3 steps in carrying out literature review 3.4 conduct literature review 3.5 sources of information	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Determine research design	4.1 define research design 4.2 types of research design 4.3 sampling techniques 4.4 sampling design 4.5 research instruments 4.6 validity and reliability 4.7 data analysis techniques	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
5. Determine data collection methods	5.1 purpose of data collection 5.2 sources of data 5.3 data analysis in quality and quantity 5.4 ethical issues in data collection 5.5 computerized data analysis	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises
6. Analyse, interpret and present data	6.1 basic concepts of hypothesis testing 6.2 steps in hypothesis testing 6.3 types of errors and level of significance	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises

7. Draft research report	7.1 definition and importance of research proposal 7.2 types of proposals 7.3 format of research proposal	• Observation • Written tests • Oral questioning • Assignments • Supervised exercises.
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Suggested Methods of Instruction

- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee
- Exercises

Recommended Resources

- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders