



REPUBLIC OF KENYA

COMPETENCY BASED CURRICULUM

FOR

BROADCAST JOURNALISM

KNQF LEVEL 6

ISCED PROGRAMME CODE; 0321 654B



TVET CDACC
P.O. BOX 15745-00100
NAIROBI

MASS COMMUNICATION RESEARCH

UNIT CODE: ME/CU/BJ/CR/12/6/B

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

1. Identify a research problem
2. Formulate research objectives and questions
3. Conduct research literature review
4. Determine research design
5. Determine data collection methods
6. Analyse, interpret and present data
7. Draft research report

Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Identify a research problem	<ul style="list-style-type: none">• Definition of research• importance of research• types of research• problem of research• formulate research problem• sources of research problem• qualities of good problem statements• qualities of effective objective	<ul style="list-style-type: none">• Observation• Written tests• Assignments• Supervised exercises
2. Formulate research objectives and questions	<ul style="list-style-type: none">• purpose of hypothesis• characteristics of good hypothesis	<ul style="list-style-type: none">• Observation• Written tests• Assignments

	<ul style="list-style-type: none"> • types of hypothesis 	<ul style="list-style-type: none"> • Supervised exercises
3. Conduct research literature review	<ul style="list-style-type: none"> • importance of literature review • scope of literature review • steps in carrying out literature review • conduct literature review • sources of information 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments • Supervised exercises
4. Determine research design	<ul style="list-style-type: none"> • define research design • types of research design • sampling techniques • sampling design • research instruments • validity and reliability • data analysis techniques 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments • Supervised exercises
5. Determine data collection methods	<ul style="list-style-type: none"> • purpose of data collection • sources of data • data analysis in quality and quantity • ethical issues in data collection • computerized data analysis 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments • Supervised exercises
6. Analyse, interpret and present data	<ul style="list-style-type: none"> • basic concepts of hypothesis testing • steps in hypothesis testing • types of errors and level of significance 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments • Supervised exercises
7. Draft research report	<ul style="list-style-type: none"> • definition and importance of research proposal • types of proposals • format of research proposal 	<ul style="list-style-type: none"> • Observation • Written tests • Oral questioning • Assignments • Supervised exercises

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