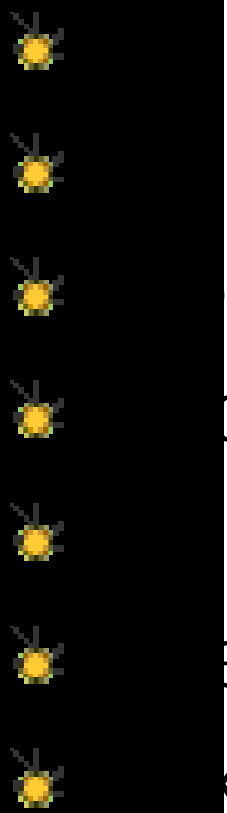




Writing a Dissertation

- 
- What is a Dissertation?
 - What a Dissertation is NOT
 - Tips in Doing Research
 - Structure of a Research Report/Dissertation
 - Literature Review
 - Research Methods
 - Links on Research Methods

What is a Dissertation?

Terms 'dissertation' and 'thesis' are used interchangeably: Master's Dissertation, Ph.D. Thesis

is essentially a research study that makes an original contribution to knowledge

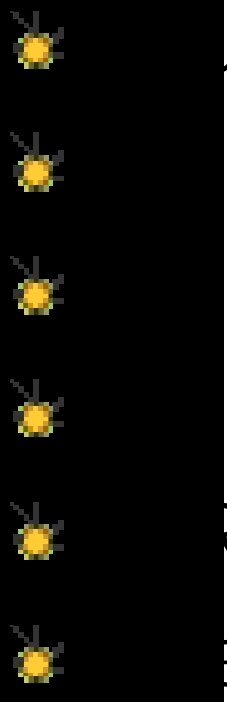
presents an argument

an in-depth historical/cultural, political/economic analysis of a topic

a creative exercise in critical thinking and systematic presentation



What a Dissertation is NOT

- 
- Journalistic report
 - Copy and paste exercise
 - Autobiography
 - Advertising exercise
 - R exercise
 - Mere reflection of different points of view.



Steps in Doing Research

- Selecting a topic
- Relevance and Significance of Topic
- Reviewing the literature
- Research Design -Methods, Sample, Tools
- Collection of data -primary & secondary
- Analyzing and interpreting the data
- Putting up the results



Structure of a Research Report



- **Introduction/Background**

- **Literature Review**

- **Results and Objectives - Research Question / Hypotheses**

- **Research Methods**

- **Analysis and Interpretation**

- **Findings and Conclusions - Limitations**

- **References - Bibliography**

- **Appendix**



Literature Review

• Encyclopaedia of Communication

• Journals of Communication

• Research Dissertations and Theses

• Newspapers and Magazines

• Books, Documents, Archives

• Internet – Websites

• Google/Yahoo/MSN/Cuil - Wikipedia/Knol search –
• News

• www.proquest.com/login



Research Methods

- Quantitative Methods

- Qualitative Methods

- Combination of Quantitative and Qualitative Methods



Books on Research Methods



Wimmer & J. R. Dominic:

Mass Media Research: An Introduction,
Boston: Wadsworth Pub. Co, 1991



W. D. Hansen et al: *Mass Communication
Research Methods*, London: Macmillan, 1998.



Donald Kent (Ed.): *Measuring Media
Influences*, London/New York: Routledge, 1994.