

KV INSTITUTE OF MANAGEMENT AND INFORMATION STUDIES
BA5111 SPOKEN AND WRITTEN COMMUNICATION

UNIT I V RESEARCH WRITING

Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

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ARTICLE WRITING

Article is an important element of magazine journalism, which is preferred by all, that is, both novices and experience writers. Interestingly, it has never seen a decline. However, there are new writers, who try their hands with changes in structure. Article closely connected other forms of writing, especially features and columns. A feature can contain many articles, while a column is a recurring piece or article in a newspaper, magazine or other publication, where a writer expresses his/her own opinion.

Definition "A piece of writing bringing the subject to fore from one angle with a beginning, a middle and ending, while all parts are juxtaposed systematically." Contents Content of the article varies from subject to subject possibly discussing the subject from one, but prominent angle, which is totally unlike a feature. In an article, the writer is not discussing a subject from all possible angles, and is sticking to an aspect only.

Besides these, no personalised version is allowed. However, there are people, who are including personal views blatantly. Style as style varies from individual to individual, the information and instruction remain the basic elements, and it is less of a personalized version of subjects. But present day article carry personal events as articles, but there is no room for personal comments in articles. However, observations and suggestions from the third party can be given, while never letting your own opinion sway the subject. It also sticks to the point sans any digressions

ELEMENTS OF AN RESEARCH ARTICLE

- **Abstract**
- **Keywords**
- **Introduction**
- **Objectives**
- **Hypothesis**
- **Methods (experimental details)**
- **Results**
- **Discussions**
- **Conclusions**

ELEMENTS OF AN NEWS ARTICLE

- **Headline:** It catches your eyes and sums up the story. It is usually in larger font and often bolded. "**Shantoya wins \$50 Million!**"
- **Byline:** This tells you who wrote the article and sometimes gives you the journalist's specialty, for example, "**Science Reporter**"
- **Placeline:** It tells you where the story originated.
- **Lead:** This gives the most important information very briefly (Who, what, when & where)

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- **Body:** It supplies additional information. It is divided into small paragraphs.
- **Facts:** Every news article includes simple, true statements about what happened, such as “The flooding set the building’s security system off at 5:15 a.m.”
- **Quotations:** These retell, word for word, what someone actually said. Usually these quotations come from witnesses at the scene, or experts on a subject.
- For **example:** Mrs. Nanavati, principal of Fletcher's, said, "It was one of the most amazing things I have ever seen!"

SAMPLE ARTICLE

THERE IS MORE TO INVESTING IN GOLD THAN THE JEWELLERY

S. Hamsini Amrita**

INTRODUCTION

Would you ever say no to shop for gold jewellery? Frankly, I can't. For some, just gazing at the exquisite pieces of ornaments is an excellent stress therapy. But what may be strenuous (especially if you are the “tending-to-economy” types about spending) is to see a few thousands or lakhs of rupees vanishing from your bank balance. No doubt your money gets converted into another asset class — jewellery, but it is not easy to shell out those large chunks of cash for what could turn out to be a bauble. So if your interest is to invest in gold and you are a wellinformed investor who keeps tracks of gold prices, here is an option that lets you stagger the spending and yet bask in the yellow shine. Take a plunge into the commodities market. The concept of commodities futures is not new to India as it has been around for four years.

However, it is only in two years that it has gained a lot of prominence. Particularly, more importance was given to the market after gold hit its peak price in March 2008. India has 25 commodity exchanges, the most popular ones being the Multi Commodity Exchange (MCX) and the National Commodity and the Derivatives Exchange (NCDEX). The first step into the commodities market is to open accounts with registered commodity brokers (such as Religare Securities or Karvy Comtrade). A demat account used for equity trading cannot be used for commodity trading.

Commodities exchanges tease you with a load of choices, just like jewellery shops. Take for example products offered by the MCX, which is rated second among all the commodity exchanges in the world that trade in gold. You have three products to pick from – Gold Guinea (where the trading unit is 8 gm), Gold Mini (100 gm) and Gold HNI (1 kg). Depending on your requirements you can select the future contract that fits your bill. Well, if you're the type who expects meenakari, filigree or kundan jewellery, then the commodities futures route may be a disappointment as deals here are only going to fetch you gold bars. So you'll have to spend a little more money to transform your investment into stunning pieces of jewellery. What then is the advantage of buying gold in the commodities market?

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THE BUYING PROCESS

Let's assume one gm of gold is available for Rs 1,500 today and it is expected to move up in the coming months. Though you may not need gold now, you feel there would be a need in three to four months.

Instead of locking-in money today by making a gold purchase, you can buy a futures contract on gold from an exchange. This gives you an opportunity to lock-in today's gold price against its actual purchase at a later date. When you buy 100 gm of gold from a jeweller, you need to pay up Rs 1,50,000 right away (1,500 x 100 gm). On the other hand, when you buy one lot of November 2009 contract for Gold Mini from MCX, you are entering into a contract to buy 100 gm of gold in November at today's price.] In this case, your immediate payment would be just restricted to the margin money payment of 4 per cent that you are required to make. Your initial money outflow is contained to Rs 6,000 (4 per cent x Rs 1,50,000) and this is adequate to fetch you the three months forward contract.

If gold prices move up the way you thought it would and touches Rs 1,800 by November, you are at the gaining end. During the delivery period you need pay another 25 per cent delivery period margin and the remaining 71 per cent should be paid at expiry of the contract. So the payment of Rs 1,50,000 is spread over three parts, and on each gm of gold that you buy through the commodities market, you make a gain of Rs 300. But if gold prices unexpectedly take a beating to touch, say, Rs 1,200, you have two options. You can choose to continue with the contract and take delivery, in which case you will be incurring a loss of Rs 300 on each gm. Otherwise, you can roll over your contract and buy a new 100 gm contract at Rs 1,200 a gm.

For a long time, trading in commodities was perceived to be a "rich man's domain" as the smallest contract size was 100 gm. Most commodity exchanges are trying to break this perception by making the futures market affordable even to small-time investors. MCX's Gold Guinea is a good example for this effort. However, just like the equities market, you need to have a close look at the price movement and be well-informed about all types of orders (for instance, stop-loss order and limit order), to ensure that you get the best bang for buck.

CONCLUSION

The commodities market has recently allowed spot trading, which is identical to spot trading in equities. NCDEX Spot and National Spot Exchange are the spot markets promoted by NCDEX and MCX, respectively. You can buy gold just the way you would buy stocks of, say, Reliance Industries or State Bank of India. However, the minimum contract size starts at 100 gm, making spot market buying no-so-affordable to all. Spot prices of gold closely follow the international prices. Delivery is mandatory in both the futures and spot markets. From an investment perspective, Gold ETFs (exchange traded funds) traded on stock exchanges are also an option. But they don't offer you gold in physical form; a reason why commodities market score a little more over ETFs.

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DEVELOPING A QUESTIONNAIRE

The process of developing a questionnaire involves the following four steps:

- **Choosing the questions by operationalising concepts**, which involves **translating abstract ideas** into concrete **questions** that will be **measurable** (i.e.....class, power, family, religion add some sort of example)
- **Operationalising concepts** involves a set of choices regarding the following:
 - **units of analysis**
 - units that can be analysed:
 - individuals (i.e. students, voters, workers)
 - groups (families, gangs)
 - organisations (churches, army, corporations)
 - social artefacts (buildings, cars, pottery, etc)
 - points of focus
 - treatment of the dimension of time
 - nature of measurement
- Establish an operational definition which involves breaking the concept down into various components or dimensions in order to specify what is to be measured
- Once the concept has been operationally defined in terms of a number of components, the second step involves the selection of indicators for each component.'
- '..indicators of each dimension are put into the form of a series of questions that will provide quantifiable data for measuring each dimension.'
- **Identify the goal of your questionnaire.** - What kind of information do you want to gather with your questionnaire? What is your main objective? Is a questionnaire the best way to go about collecting this information?
- **Choose your question type or types**
 - **Dichotomous question:** “yes/no” question, but may also be an “agree/disagree”
 - **Open-ended questions:** respond in **own words**, address the **issue** of “**why**.”
 - **Multiple choice questions:** consist of **three** or more **mutually-exclusive** categories single/ several answers. easy analysis, but may not give the respondent the answer they want.
 - **Rank-order** (or ordinal) scale questions: **rank items** or choose items in a **particular order** from a set. For example, it might ask your respondents to order five things from least to most important.
 - **Rating scale questions:** assess a **particular issue** based on a **given dimension**. example, ranging from “**strongly agree**” to “**strongly disagree**.” These questions are very flexible, but also do not answer the question “why.”

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- **Develop questions for your questionnaire**
 - **questions** should be **clear, concise, and direct, succinct and simple. Avoid complex statements** or using technical **jargon**.
 - Ask only **one question** at a time. This will help **avoid confusion**
 - Beware of asking for **private** or “**sensitive**” information. **Eg: age or weight**
 - **Determine** if you will **include** an answer such as “**I don’t know**” or “**Not applicable** to me.”
 - Put the most **important questions** at the **beginning** of your questionnaire.
- **Restrict the length of your questionnaire**
 - only include questions that are directly useful to your research question
 - Avoid asking redundant questions
- **Identify your target demographic**

Ensure you can protect privacy

Sample Questionnaire:

The Burnout Stress Questionnaire
Open Society of Health, Labor and Welfare

Please answer the following questions concerning your job by circling the number that best fits your situation.

1. I have an extremely high amount of work to do	1	2	3	4	5
2. I am overwhelmed with my responsibilities	1	2	3	4	5
3. I have trouble at home as well	1	2	3	4	5
4. I have trouble with my family members	1	2	3	4	5
5. My job is stressful and I feel a constant high level of stress at work	1	2	3	4	5
6. I feel that my creativity is being stifled and I'm not being challenged	1	2	3	4	5
7. My work requires a lot of mental work	1	2	3	4	5
8. I feel that my job is very repetitive	1	2	3	4	5
9. I feel that my job is very boring	1	2	3	4	5
10. I feel that my job is very stressful	1	2	3	4	5
11. My knowledge and skills are not used at work	1	2	3	4	5
12. There are differences of opinion with my supervisor	1	2	3	4	5
13. My supervisor does not get along well with other employees	1	2	3	4	5
14. The workload is very unbalanced	1	2	3	4	5
15. My work environment is not safe (noise, lighting, temperature)	1	2	3	4	5
16. The job is full-time	1	2	3	4	5
17. Most work is boring	1	2	3	4	5

Please answer the following questions concerning your health during the past month by circling the number that best fits your situation.

18. I feel that my job is very stressful	1	2	3	4	5
19. I feel that my job is very boring	1	2	3	4	5
20. I feel that my job is very stressful	1	2	3	4	5
21. I feel that my job is very boring	1	2	3	4	5
22. I feel that my job is very stressful	1	2	3	4	5
23. I feel that my job is very boring	1	2	3	4	5
24. I feel that my job is very stressful	1	2	3	4	5
25. I feel that my job is very boring	1	2	3	4	5
26. I feel that my job is very stressful	1	2	3	4	5
27. I feel that my job is very boring	1	2	3	4	5
28. I feel that my job is very stressful	1	2	3	4	5
29. I feel that my job is very boring	1	2	3	4	5
30. I feel that my job is very stressful	1	2	3	4	5
31. I feel that my job is very boring	1	2	3	4	5
32. I feel that my job is very stressful	1	2	3	4	5
33. I feel that my job is very boring	1	2	3	4	5
34. I feel that my job is very stressful	1	2	3	4	5
35. I feel that my job is very boring	1	2	3	4	5

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ABSTRACT

An abstract is a brief summary of a research article, thesis, review, conference proceeding or any in-depth analysis of a particular subject or discipline, and is often used to help the reader quickly ascertain the paper's purpose. When used, an abstract always appears at the beginning of a manuscript or typescript, acting as the point-of-entry for any given academic paper or patent application. Abstracting and indexing services for various academic disciplines are aimed at compiling a body of literature for that particular subject. The terms précis or synopsis are used in some publications to refer to the same thing that other publications might call an "abstract". In management reports, an summary usually contains more information (and often more sensitive information) than the abstract does.

SAMPLE ABSTRACT

WOMEN EMPOWERMENT IN INDIA: A BRIEF DISCUSSION

ABSTRACT

Women empowerment is a debatable subject. At earlier time they were getting equal status with men. But they had faced some difficulties during post-Vedic and epic ages. Many a time they were treated as slave. From early twenty century(national movement) their statuses have been changed slowly and gradually. In this regard, we my mentioned the name of the British people. After the

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independence of India, the constitutional makers and national leaders strongly demand equal social position of women with men. Today we have seen the women occupied the respectable positions in all walks of the fields. Yet, they have not absolutely free some discrimination and harassment of the society. A few number of women have been able to establish their potentialities. Therefore, each and every should be careful to promote the women statuses.

DISSERTATION

It is a formal, written treatise that covers a subject in great detail, and is submitted usually in the course of qualifying for a doctor of philosophy (PhD) degree. It is also called thesis.

QUALITIES OF A GOOD RESEARCH

1. Rigorous

Research is a laborious and hard work in reality and it requires great patience and control. Research paper requires rigorousness to maintain its quality. There can be several factors that can effect the quality and the outcome of the research, the researcher should have a control over these factors. Some factors will effect the research positively while other factors can negatively effect the research. Negative factors can decrease the validity of the research, so these factors should be kept in control by the researcher.

Example

For example in a study conducted on the effect of humidity on the tensile strength of viscose fabrics the researcher has to test the performance of the fabric under great humidity, less humidity and under standard humidity. The humidity will be kept in control by the researcher to get valid and generalizable results. In another study the researcher has to study the effect of socioeconomic class on the performance of children in school, the researcher will see that no other factors are influencing the performance of the children. There can be many other factors like parenting style, peer group influence or siblings rivalry that is effecting the performance of the child but the researcher should have a strict control over these extraneous factors.

2. Controlled

Another very important and basic characteristic of a research paper is that it should have to be controlled or measured. Everything that you add in a research paper is preplanned and cannot happen just by chance. The first step in conducting a research is choosing a research topic, from that step till the end, writing the research paper the researcher should keep control over the research study. He should measure the consequences of each step that he has planned to take prior to taking it.

Example

A researcher is conducting a research on the effect of permanent press finishes on the durability characteristics of fabrics. In this research the researcher should accurately measure the effect of permanent press finishes and there should not be any other finishes on the fabric.

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3. Accurate

Accuracy is important because without accuracy the research paper cannot be valid and generalizable. In every step of the research the researcher has to check the accuracy. When the researcher is reviewing literature he should write down the references along with the literature review so that when writing those reviews he can accurately write the reference of each review. While testing the hypothesis the researcher should write down the results of the tests accurately so that there is no error. In research the researcher should leave no chances of error by himself. He should ensure the accuracy of his research to 100 percent.

Example

Suppose a researcher is conducting a research on the impact of physical disabilities in children on the peer group acceptance. The researcher is using interview as a tool of data collection the researcher should record the responses of the interviewees accurately and he should not invest bias in any way.

4. Clear

A research paper should have to be free of ambiguities and it should have great clarity. Clarity is one of the main essences of research and without clarity the research paper is useless.

Example

A researcher should be cautious about the clarity of the research. The researcher should first develop a clear research question or research problem and once the research problem is clear and understandable the researcher can conduct the research without hurdles. Suppose the researcher makes the research problem that how media influences child development, in this research question the researcher needs to clarify which development, social, mental, physical or motor. The researcher cannot undertake the study unless he brings clarity to the research problem.

5. Concise

As a researcher you do not need to add a lot to the research paper to make it unique or interesting rather you should add only relevant and original content. The readers will be able to understand a concise research more easily, there should not be unnecessary details in the research.

Example

The researcher can write details and lots of explanations but these details and explanations should be of value to the research the researcher should not add unnecessary details in the research. The research paper is more concise in nature than dissertations and thesis.

6. Valid

Validity is the most important concern in writing and conducting a research. The actual strength of the research paper is its validity. A valid research is applicable to various situations in general or it can be applied to any specific situation, people or society.

Example

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The constructs you are using, to measure attitudes, behavior or other phenomenon, whether they really measure what you want to measure or they measure something else.

7. Verifiable

The data the researcher adds in the research paper should have to be verifiable and provable. The researcher should be able to demonstrate the research paper and there should not be any loopholes in the information.

Example

The researcher should know from where the data has been taken and how it has been analyzed. Suppose another researcher is trying to repeat similar study to make it more valid he should be able to get information from the previous research, if previous research will be invalid or unverifiable the new research will also get effected. Research is an ongoing process and not only research helps in the general development of the humanity but it more specifically is used by the new researchers to generate more information.

8. Sequential

The research should have to be conducted and written in a logical manner. The researcher should follow a sequence so that he cannot get troubled in the end as to how to compile this research. It is better if you start writing the research paper as you are conducting it.

Example

You cannot write the analysis before writing about the data collection and data processing. You have to follow a procedure and sequence.

9. Precise

Preciseness means that the research paper should have completeness and it should contain detailed investigation of the research topic.

Example

The research should contain exact answers to the research questions. It is not possible that the researcher formulates a specific research question about women injustice in underdeveloped countries but answers the question about more general topic like gender biases.

10. Original

The research paper should contain only original content and copy work should be completely avoided. You can add literature from other sources in various forms like in the form of literature review but you should never compromise on the originality of the research paper.

Example

Suppose a researcher is conducting a research on the impact of financial resources in family on the personality development of children. The researcher has decided to take black negroes population and he cannot get the required number of sample, in this case, he cannot use other people's findings to justify his research. He has to use truly original data that has been collected from truly representative sample.

11. Coherent

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Coherence is necessary because it makes the research paper a complete and one unit. Every part of the research paper should be so linked that it makes a whole.

Example

The researcher should stick to one theme and should not wander from one topic to another.

12. Academic style of writing

Writing a research paper is the last step of the research and writing requires rigorousness. The researcher should follow an academic style of writing and any ostentatiousness in writing should be avoided. The language of the research paper should have to be simple and easy to understand.

Example

A research paper, thesis or dissertation should have decency and there should have to be least ornamentation. The purpose of the research is to bring into light facts and figures. The researcher should avoid the use of double baralled sentences, complex language or unnecessary details. The research should have to be concise and precise in nature.

13. Generalizable

The research paper findings should be generalizable and the findings should be applicable to the society in one way or other. Sometimes the purpose of the research is to develop new research tools, techniques or data collection instruments. Such research may not be useful for the society in general but in the long run researchers will be bale to use these tools or techniques to conduct more researches.

Example

The researcher is conducting a study on the life of transgender class in the society. He has to collect data from different people who belong to this class, the researcher should understand that he cannot generalize his findings untill he has selected an unbiased and truly representative sample. He cannot select a sample from one area of the population rather he should select sample from every area of the population to make it representative of the whole population.

4.6 DATA ANALYSIS

Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision making.

Analyzing information involves examining it in ways that reveal the relationships, patterns, trends, etc. that can be found within it. That may mean subjecting it to statistical operations that can tell you not only what kinds of relationships seem to exist among variables, but also to what level you can trust the answers you're getting. It may mean comparing your information to that from other groups (a control or comparison group, statewide figures, etc.), to help draw some conclusions from the data. The point, in terms of your evaluation, is to get an accurate assessment in order to better understand your work and its effects on those you're concerned with, or in order to better understand the overall situation.

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There are two kinds of data you're apt to be working with, although not all evaluations will necessarily include both. Quantitative data refer to the information that is collected as, or can be translated into, numbers, which can then be displayed and analyzed mathematically. Qualitative data are collected as descriptions, anecdotes, opinions, quotes, interpretations, etc., and are generally either not able to be reduced to numbers, or are considered more valuable or informative if left as narratives. As you might expect, quantitative and qualitative information needs to be analyzed differently.

The data can show whether there was any significant change in the dependent variable(s) you hoped to influence. Collecting and analyzing data helps you see whether your intervention brought about the desired results

They can uncover factors that may be associated with changes in the dependent variable(s). Data analyses may help discover unexpected influences; for instance, that the effort was twice as large for those participants who also were a part of a support group. This can be used to identify key aspects of implementation.

They can show connections between or among various factors that may have an effect on the results of your evaluation. Some types of statistical procedures look for connections ("correlations" is the research term) among variables. Certain dependent variables may change when others do. These changes may be similar –i.e., both variables increase or decrease (e.g., as children's proficiency at reading increases, the amount of reading they do also increases). Or the opposite may be observed – i.e. the two variables change in opposite directions (as the amount of exercise they engage in increases, peoples' weight decreases). Correlations don't mean that one variable causes another, or that they both have the same cause, but they can provide valuable information about associations to expect in an evaluation.

They can help shed light on the reasons that your work was effective or, perhaps, less effective than you'd hoped. By combining quantitative and qualitative analysis, you can often determine not only what worked or didn't, but why. The effect of cultural issues, how well methods are used, the appropriateness of your approach for the population – these as well as other factors that influence success can be highlighted by careful data collection and analysis. This knowledge gives you a basis for adapting and changing what you do to make it more likely you'll achieve the desired outcomes in the future.

They can provide you with credible evidence to show stakeholders that your program is successful, or that you've uncovered, and are addressing limitations. Stakeholders, such as funders and community boards, want to know their investments are well spent. Showing evidence of intermediate outcomes

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(e.g. new programs and policies) and longer-term outcomes (e.g., improvements in education or health indicators) is becoming increasingly important to receiving—and retaining—funding.

Their use shows that you're serious about evaluation and about improving your work. Being a good trustee or steward of community investment includes regular review of data regarding progress and improvement.

They can show the field what you're learning, and thus pave the way for others to implement successful methods and approaches. In that way, you'll be helping to improve community efforts and, ultimately, quality of life for people who benefit.

GRAPHS

A diagram shown as a series of one or more points, lines, line segments, curves or areas Represents variation of a variable in comparison with that of one or more other variables

CHARTS

Uses differently coloured or patterned bars to represent different classes -Yaxis represents frequency X-axis may represent time or different classes

TABLES

A rectangular arrangement of data in which the data are positioned in rows and columns.

Each row and column should be labelled.

Rows and columns with totals should be shown in the last row or in the right-hand column.

4.8 DOCUMENTATION

A material that provides official information or evidence or that serves as a record. Manuals, instructions, tutorials, procedures, specifications, etc., that accompany a piece of equipment or software, and provide guidance for its proper use and maintenance.

GENERAL NOTES

DEFINITION OF RESEARCH

A detailed study of a subject, especially in order to discover (new) information or reach a (new) understanding Systematic investigative process employed to increase or revise current knowledge by discovering new facts. It is divided into two general categories:

- (1) Basic research is inquiry aimed at increasing scientific knowledge, and
- (2) Applied research is effort aimed at using basic research for solving problems or developing new processes, products, or techniques.

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Kothari (2004) defines that the research is an original contribution to the existing stock of knowledge aiming for its development. The systematic approach concerning generalizations and formulation of a theory is also research. As such the term 'research' refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the data, analyzing the facts and reaching certain conclusions either in the form of solutions(s) towards the concerned problem or in certain generation for some theoretical formulation.

OBJECTIVES OF RESEARCH

The prime objectives of research are

- To discover new facts
- To verify and test important facts
- To analyze an event or process or phenomenon to identify the cause and effect relationship
- To develop new scientific tools, concepts and theories to solve and understand scientific and nonscientific problems
- To find solutions to scientific, nonscientific and social problems and
- To overcome or solve the problems occurring in our everyday life.

GENERAL FEATURES

A search for individual facts or data. Concerned with facts rather than knowledge or analysis and answers can normally be found in a single source.

A report or review, not designed to create new information or insight but to collate and synthesize existing information.

A summary of the past. Answers can typically be found in a selection of books, articles, and Web sites.

Gathering and analyzing a body of information or data and extracting new meaning from it

Developing unique solutions to problems or cases. This is "real" research and requires an open-ended question for which there is no ready answer.

IMPORTANCE OF RESEARCH

A research problem refers to a difficulty which a researcher or a scientific community or an industry or a government organization or a society experiences. It may be a theoretical or a practical situation. It calls for a thorough understanding and possible solution. Research on existing theories and concepts help us identify the range and applications of them. It is the fountain of knowledge and provides guidelines for solving problems.

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Research provides basis for many government policies. For example, research on the needs and desires of the people and on the availability of revenues to meet the needs helps a government to prepare a budget.

It is important in industry and business for higher gain and productivity and to improve the quality of products. Mathematical and logical research on business and industry optimizes the problems in them.

It leads to the identification and characterization of new materials, new living things, new stars, etc. Only through research inventions can be made; for example, new and novel phenomena and processes such as superconductivity and cloning have been discovered only through research.

Social research helps find answers to social problems. They explain social phenomena and seek solution to social problems. Research leads to a new style of life and makes it delightful and glorious.

STEPS INVOLVED IN CONDUCTING A RESEARCH

The major steps in conducting research

Identification of research
problem Literature review

Specifying the purpose of research

Determine specific research questions or
hypotheses Data collection
Analyzing and interpreting the
data Reporting and evaluating
research

Communicating the research findings and, possibly, recommendations

THE STRUCTURE OF A RESEARCH REPORT

1. title
2. abstract
3. Introduction
4. Review of the literature
5. Research Methodology
6. Results
7. Discussion and conclusion
8. Bibliography
9. Appendix

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