

# **DIPLOMA IN MEDIA & COMMUNICATION**

**MCG 601**

**Fundamentals of Media Research**

**WEEK 9**

**Content Analysis**

# Key Topics

- Introduction
- Content Analysis

# Lesson Objectives

- At the end of the lesson, students should be able to :
  - Identify the strengths and limitations of Content Analysis
  - Analyse Content Analysis contextually

# Introduction

- Content analysis is a method used by researchers to analyse document contents

# Content Analysis

- Content Analysis has the potential to reveal many “concealed” aspects of what is being relayed through the written word

# Content Analysis

- You do not have to base the analysis on what the author **thought** he or she was saying when the text contains more tangible evidence about its message

**THE END**