

**Topic- 001: “Concept Development”**

**What is a concept?**

- A general notion
- A conception
- A comprehension
- A construct
- A thing formed in the mind
- A directly conceived or intuited object of thought
- An idea of something formed by mentally combining all its characteristics or particulars
- A general idea derived or inferred from specific instance or occurrence

The concept development is next step; a producer has to take after generation of an idea and before its execution. Before we take concept in the scenario of production, let's discuss the concept in mass media research perspective. A concept is a notion about a natural phenomenon. For example “mass” is a concept having different notions to different people. To a scientist mass is a term for the physical appearance of a matter but to a social scientist mass is general public. So is the apprehension about the term “medium” to a layman it is about the size but to a media person it is the channel and tool of communication.

**Construct**

A construct is the combination of two concepts. For example “Mass” is a concept, “Media” is again a concept and the “Mass Media” is a construct which give a third meaning as a whole phrase. These concepts in researched studies are measure as variables.

**Variable**

It is the changing value of quantity or quality of a thing or concept is called variable. As the term itself defines it is “able to vary”. We come across different variable in our studies. Variable are used in scientific as well as social sciences research.

In case of traveling it is a common observation that “more the speed, greater the distance” or in another example “frequent media use socializes the audience. In any phenomenon under study there have to be two variables at least.

**Independent variable**

It is the variable whose value is independent to change and normally it is denoted by “x” and is placed horizontally on the graph with its negative values on the opposite side if required. For example “speed” is an independent variable. Media exposure may be the other example.

### **Dependent variable**

It is the variable whose value is dependent to change and normally it is denoted by “y” and is placed vertically on the graph with its negative values on the opposite side if required. For example “distance” is a dependent variable. Socialization from media may be the other example. A dependent variable is dependent on the independent variable.

### **Intervening variable**

It is the variable that effects the relation of the independent and dependent variable. For example in ` “quality of the road” is an intervening variable. Tune-in time may be the other example.

### **Extraneous variable**

It is the variable, which does not directly influence the relation of independent and dependent variable. It is not as pertinent as an intervening variable. For example “the traffic conditions” is an extraneous variable. Attention of the viewer may be the other example in relation to the above-mentioned cases.

### **Types of research**

**Pure and applied research** is Scientific or laboratory research.

**Descriptive research** is Social or library research.

**Qualitative research** deals with the qualitative variables

**Quantitative research** deals with the quantitative variables

Research is the base of any programme especially in Talk show and documentaries. Interviewing the right persons after they have been identified as able persons who are in knowledge of an event, gives a producer great deal of satisfaction and sense of perfection in the post-production phase.

### **Idea Generation**

1. Spend time alone to generate better ideas
2. Debate your ideas — you’ll come up with even more
3. Pitch hashed-out ideas for a better success rate
4. Act before you think to capitalize on inspiration