CHAPTER - II
RESEARCH METHODOLOGY

2.1 Introduction

2.2 Communication Research

2.3 Architecture and Mass Communication

2.4 Descriptive Research Design

2.5 Research Methods
   a. Social Survey
   b. Content Analysis

2.6 Limitations

2.7 Conclusions
CHAPTER - II

RESEARCH METHODOLOGY

2.1. INTRODUCTION

Architecture is a media of communications and this can be studied in a new cultural angle. However, there is a need of scientific vision to study architecture. Scientific research method is also essential for study of mass-communication. It has been pointed that, science is the attempt of the human mind to find a communication between the world of ideas and world of phenomenon. “All the essential ideas in science were born dramatic conflict between reality and our attempt at understanding the same.”

Medieval Architecture can also be studied in research perspective. Many aspects in arch and architecture are still unexplored. It has been pointed that “the vulgar belief that science has explained everything is a hopeless misunderstanding”. The medieval architecture is also not yet fully documented and well explained in a correct manner. Both science and social sciences have to apply scientific methods for analysis.

Karl Pearson has observed that, “the scientific method is one and same in all branches and that method is the method of all logically trained minds…. The unity of all sciences consists alone in its methods not its material” : the man who classifies facts of any kind whatever who sees their mutual relation and describes their sequences, applying the scientific method and is a man of science.


According to Lastrucci, science is an subjective, logical and systematic method of analysis of phenomenon devised to permit the accumulation of reliable knowledge. It is a systematized form of analysis.... not any particular body of knowledge. Thus we have to follow scientific approach in all types of research studies.

Aristotle was referring to this very method of dealing with facts when he said of science that it "begins when, from a great number of experience, one general conceptions is formed which will embrace all similar cases." Here, all similar monuments have to be studied for better exploration of facts.

Will Durant has noted that science is the captured territory. As soon as a field enquiry yields knowledge susceptible of exact formulation, it is called science. Thus, this study can be documented on the basis of facts. Communication science is also not an exception to this.

Pearson has noted that the scientific man is committed to the belief that to go nearer to the goal of truth, the must, above all things.... strive at self-elimination in his judgements and provide an argument which is as true for each individual mind as his own. The study of architecture can be possible only through this new approach.

Thompson has noted that, what Faraday said of the "philosopher" applies with equal force to the scientist, should be a man willing to listen to every suggestion but determined to judge by himself. He should not be biased by appearances; have no favourite hypotheses; be of no school, and in doctrine have no master. He should not be a respecter of persons, but of things. Truth should be his primary object.\textsuperscript{8} Thus, here truth about medieval architecture has to be explained.

Einstein and Infeld have observed that, "This belief is and will always remain the fundamental motive for all scientific creation. Throughout our efforts is every dramatic struggle between old and new views, we recognise the eternal longing for understanding, the overfirm belief in the harmony of our world continually strengthened by the increasing obstacles to comprehension."\textsuperscript{9} The study of architecture has to face many difficulties and obstacles.

According to Greenwood Ernest, under the surface level of diversity, the thread of uniformity. Around a discovered uniformity, a logical class is constructed; about the class and its observed pattern a descriptive generalization is formulated. Scientists are alert to opportunities for combining comparable classes into a broader class and for formulating a wider and more abstract generalization to comprehend the discrete generalizations thereby embraced.\textsuperscript{10} The study of medieval architecture can be also formulated on this basis.

\begin{enumerate}
\item Thompson : Op.Cit, p.27.
\item Einstein and Infeld, Op.Cit, p.313.
\end{enumerate}
2.2 COMMUNICATION RESEARCH

Communication research plays a key role in modern social research as pointed by Berlo communication research is interdisciplinary research.\textsuperscript{11} In this study interdisciplinary research work is conducted by adjoining together medieval architecture and cultural communication. Communication research is the study of human behaviour and their activities based on varies artistic expressions. The study of medieval art can be well examined in the three following contents –

1) The study of symbols and Murtis.
2) The study of architecture.
3) The study of messages.

In this connection, it is interesting that medieval architecture contains mixed message. According to Y.K.D’Souza, when messages in different styles are conveyed in a single phrase or with the same words in a sentence, we refer to this as communicating with mixed messages.\textsuperscript{12} For analyzing these mixed messages\textsuperscript{12} we have to adopt new strategies. The medieval architecture is a medium of communication, which is spreading the message of culture. Here an attempt has been made to understand feedback. According to D’Souza, feedback then, has this one main function. It helps the communicator adjust his message to the needs and responses of receives.\textsuperscript{13}

For understanding this point, a survey of 300 tourists has been planned in this research project.

\textsuperscript{11} Berlo, The Processes of Communication, p.11.
\textsuperscript{12} Y.K. D’Souza, Communication Today and Tomorrow, Discovery Publishing House, New Delhi, 1999, p.57.
\textsuperscript{13} Ibid, p.78.
According to W.S. Cardon communication, is not a matter of isolated entities sending discrete messages back and forth, but a process of mutual participation in a common structure of rhythmic patterns by all members of a culture.\textsuperscript{14} In medieval architecture this culture can be reflected, which is shared even today.

Motague and Motson have noted that, communication is the ground of meeting and the foundation of community. It is short, the essential human connection.\textsuperscript{15} In those medieval period monuments such as Mosques, Makbara Forts and Palaces were meeting ground of people and they have reflected essential human connection through the art work. Beltran has noted that, it is both a natural individual demand and a requirement of social existence to use communication resources in order to engage in the sharing of experiences through symbol – mediated interaction.\textsuperscript{16}

The medieval architecture can also be treated as place of social interaction, which has recorded and activised cultural experiences. These have been carefully studied here. Indian communication is based on heart to heart and Tiwari has noted that, it may, however, qualify of depth or level of sensory experience that shapes the human personality.\textsuperscript{17} In medieval India also such public participation was thereby shared through monuments like Taj Mahal.

\begin{enumerate}
\item Keval J. Kumar, Mass Communication in India, Jaico Publication, Mumbai, 1981, 9\textsuperscript{th} Edn. P.3.
\item Ibid, 3.
\item Ibid,
\end{enumerate}
According to J.S. Yadava, the term was first used in the Tenth Century by Bhattanayaka in a commentary on the Natya Shastra to explain the Sutras related to Rasa. Bhattanayak stressed that the essence of communication lay in achieving commonness and oneness. The medieval architecture can also be studied in this perspective in this thesis.

T. Oliver has noted that, Indian philosophy, on the other hand, is characterized by complexity and pluralism. It is holistic and intuitive, and believing that reality is one. In Indian rhetoric, opposites are coordinates, contradictions are illusory, and the world is a dramatic portrayal of God playing hide-and-seek with himself, trying a reassemble all the divergent parts backs into their original unity.

Even in medieval period, here studied an interaction of Hindu and Muslim cultures. The synthesis of these two forces can be seen through architecture in a neat way. The tradition of Indian architect can be studied in an interesting manner. The trend of medieval art still continues. It has been noted that, culture which is manufactured collectively by production - line specialist, to tested formulas. We have to study medieval art in this aspect.


According to Denis McQuail, we have not yet lost the old purpose of art nor discovered new ones.\textsuperscript{21} In medieval India Mosques and Maqbara were the centres of mass interactions. Dwight MacDonald has observed that, culture works is manufactured collectively by production-line specialists, to tested formulas.\textsuperscript{22} In medieval period the monuments were based on such formulas and hence they are able to purchase common products.

Thus a more reduced and more realistic approaches is essential for study of medieval architecture.

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\textsuperscript{21} Denis McQuail, Towards a Sociology of Mass Communications, 1969, p.22.
\textsuperscript{22} Ibid, p.22
\end{flushleft}
2.3 ARCHITECTURE AND MASS COMMUNICATION:

Art and architecture play an important role in reflecting the message of communication. Susanne Langer makes the excellent point that (facile slogans aside) the "Essential function of art is not communication"\textsuperscript{23}.

Her argument states that, in so abstract and subjective an enterprise as creating a work of art, an artist deals with material derived from intuitions, emotions and human disposition that, first, the artist himself may not be aware of in terms of the cognitive meaning of his creations but only regarding what he feels they mean to him.

But this study is partially truth and the role of art as a medium of mass communication remains quite challenging.

\textsuperscript{23} George N. Gorden, Communications and Media, Hastings Haise Publishers, New York, 1975, p.27.
In any architecture, there is a cultural message. It has been pointed out by Suzanne K. Langer, that experience and values of which the artist never dreamed in the first place. Such a transfer of experience may indeed be called “communication”\textsuperscript{24}. Here we have to study the sharing of ideas, emotions and feelings in nutshell. It has been pointed that, secondly, most of the landmarks of the influence of communication upon masses of men for the greatest periods of historical time have been strongly flavored with the touch of the poet, painter or musician. Thus the role of art and architecture as mass-media remains effective in all aspects.

It has been rightly observed that third, contemporary mass communication – the subject most avidly studied by communication scholars today – are, in large part, vessels of artistic forms, either drawn from heritages that preceded their invention or (like the film, for instance) are busily engaged in trying to develop new forms of artistic expression to widen, or more keenly specify, the issues they wish to communicate\textsuperscript{25}.

The study of medieval architecture can be conducted on these lines. It has been rightly noted by George Gorden that, what we are concerned with, of course, is the discipline of aesthetics, and, all other considerations aside, the primary rule of order in the study of communication has always been, is, and will probably always be, an aesthetic one. Loosely, I mean, of course, a “philosophy of the beautiful” in dictionary terms\textsuperscript{26}. The researcher aims to explore the aesthetic beauty of medieval architecture.

\textsuperscript{25} George N. Gordon, Op.Cit, p.30
\textsuperscript{26} Ibid
De Fleur has suggested that, "The researcher can work at three systematic levels of innovation which correspond to the levels of organization in Parson's framework of social action, that is personality, social and cultural." All these aspects can be covered here in a systematic manner.

A producer of mass communications will rarely use abstract analytic schemes like these to evaluate success or failure in diffusing innovations. All these aspects can be examined in this thesis. It has been observed that, "mass communicators it is necessary to trace the ramifications of implicit convention as well as explicit rules". These points have been studied here.

It has been noted that the Logos legacy is suggested by the two aspects of the semiological sign concept the signifier or the material aspect of signs, "Is only an indirect medium for the experience of "transcendental intimacy" with reality". We have to study these aspects neatly in a scientific manner. Marshall Mcluhan said, "Medium is message." "The architecture in medieval period has thus revealed the message effectively. George N. Gorden has studied that every technology of communication, man has devised, from the metaphors of language to the vidicon tube has introduced, almost immediately upon its invention, into society and culture constellations of forces heavily

colored by those classes of experiences we call “art”. The language of art can also be examined carefully “Communication study” or “communication theory” centers either upon normative description, analysis or speculation concerning the social effects (and apparent results) of communication techniques within a community or culture-wide purview.

The proper analysis of communication theory can be made here for future understanding of the problem.

Thus mass-communication through medieval architecture can be studied here in a most and effective manner for understanding cultural messages in nutshell.

2.4 **DESCRIPTIVE RESEARCH DESIGN:**

In the subject like history or literature, descriptive research design is used for perfect analysis of the subject. It has been noted that "descriptive studies are the ones whose purpose is to describe accurately the characteristics of a group community or people".\(^{32}\) Here medieval architecture can be studied in communicative view point.

Here survey of local and foreign tourists has been conducted. "The first step in a descriptive/diagnostic study is to define the question that is to be answered. The questions are specified with sufficient precision to

ensure that the data collected are relevant to the questions raised. About
the use of this design, it has been studied that, the research must be able
to define clearly what he wants to measure and must find adequate
methods for measurements. In addition, the researcher must be able to
specific what are to be included in the definition of the given
population. 33

To be objective, it has been noted that, “the research design for
these studies must make a much greater provision for protection against
bias.” 34 Here attempt has been made to be objective. Questioning has
been made for data collection. It has been observed that, “the
procedures to be used in a descriptive/diagnostic study must be carefully
planned since here the aim is to obtain complete and accurate
information.” 35

D.N. Ghosh has observed that “a research design is plan of the
proposed research work. A research model or design represents a
compromise dictated by main practical considerations”. 36 All the
aspects have been carefully explained here. According to Suchman, “a
research design is not a highly specific plan to be followed without
development, but rather a series of guide posts to keep on headed in the
right direction”. 37 Thus all these aspects have been observed here.

33. Ibid, pp 99-100.
34. Ibid, p.100.
35. Ibid,
37. Ibid, p.207.
About descriptive studies, it has been pointed that" you can survey either people or things."

38 Here architecture can be studied properly by adopting descriptive design. It is true that, with a view to obtaining consistent data, free from the errors introduced by different interviewers, observers and others working under the project. Tabulation can be made for systematic studies. Here medieval architecture has been studied by framing tables. It has been pointed out that "one borderline technique between observing and questioning is to ask people to observe themselves. Another is to ask them what they have done in the past." 39 Thus all these points have been covered here.

It has been observed that "often the choice between observing and questioning is a matter of convenience and feasibility. But sometimes the types of data that may be obtained by observing or questioning are very different." 40 Here location techniques have been used for bridging gaps. The descriptive research design has been adopted here for the study of medieval architecture –

1. Data collection through book.
2. Tabulation of facts and figures.
3. Describing monuments and antiquities.

All the three types have been used here for better understanding.

39. Ibid, 245.
40. Ibid, p.246.
2.5 **RESEARCH METHODS:**

In this work two major research methods have been used and carefully explained. These methods can be explained below:

a) **Social Survey:**

In this project, survey of 300 tourists has been planned to explore these facts.

The term ‘survey’ has come from two words, ‘sur’ and ‘vor’, which mean ‘to see’ a particular thing from a high place. But the term is used in different ways in different sciences.

According to P.V. Young, “social surveys are concerned with (I) the formulation of a constructive programme of social reform and (ii) amelioration of current conditions of a social pathological nature, which have definite geographic limits and definite social implications and significance, (iii) these conditions can be measured and compared with situations which can be accepted as models.”  

In this research work the documentation of medieval sculpture has been supported by social survey. It has been noted that the term

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"survey research" is applied to two very different sorts of investigation. The first aim to learn about relationships between variables, especially causal relationships, causal-analysis survey research is quite analogous to experimentation, with the single difference that the independent variable is not controlled and manipulated by the researcher.\(^{42}\) Here a careful examination of facts has been made to explain this fact.

In social science research, it has been pointed that, it is one of the most popular methods of investigation,\(^{43}\) because a study of the attributes and variables in relation to the population (the entire group of people, inhabitants, items, etc., under study) is easier, and is more accurate. Such a proportion can be explained here.

It has been pointed by Michael, "Survey research has been widely accepted, mainly because of its acknowledgements,\(^ {44}\) viz. –

(a) It has a greater amount of objectivity.
(b) As the researcher comes in direct contact with the informant, he is able to understand the situation better. Hence, the study has a greater reality in its findings and conclusions;
(c) Though there is a possibility of some amount of error, which would be negligible, the survey method is the most scientific method for obtaining reliable data and dependable results;


\(^{44}\) Ibid
(d) It is possible during the course of the survey, to throw light on many actual important problems, which would otherwise have been hidden. The survey is extensively used in all the areas of investigation, especially because of its obvious merits.

(e) Direct observation of the population is possible resulting in accurate or near accurate results.

Looking at all these positive aspects survey research method has been used here. In this work 150 Indian and 150 foreign tourists have been surveyed for clear understanding of the theme.

b) Content Analysis:

Content analysis is a technique used for social research. It has been pointed that, "From one point of view it is reasonable to call content analysis a "qualititative" technique, for the researcher does not make quantitative comparisons between two or more cases." Here study of medieval architecture has been planned to analyse these facts. "It is clear that content analysis has been used extensively in studies of the mass-media to determine in either the media themselves or in society and culture as time passes". Here considerable time has gone after medieval architecture and now a clear analysis of facts is needed.

Wilkinson, Bhandarkar have observed that "Content analysis is a methodologically sophisticated version of the common sense technique of finding out facts." According to Bostenson "content analysis as a

46. Ibid, P. 279
research technique for the objective, systematic and quantitative description of the manifest content of communication". Here the message is reflected in medieval architecture. The method of content analysis has been developed through various experiments. Content analysis is used to describe trends in communication content and to computer media and levels of communication. In the field of art and architecture, the content analysis can be used for effective networking and an analysis of facts. To describe trend in communication-content, to compare media or "levels" of communication

Wilkinson and Bhandarkar have pointed that, a group of thinkers, during the relatively brief period in which sociology has been recognized as a disciplined form of intellectual endeavour, has tried to effect a strict differentiation between sociology and history in terms of both their logic and method. Thus the sociological approach is also required for content analysis. According to Moster and Kalton, content analysis is a systematic analysis and description of the content of communication media. It has been noted by Ghosh that, content analysis is a technique of research for systematic objective and quantitative description of the content of research data procured through interviews, schedules, questionnaires and so on.


Here content analysis of Islams has been made. It has been pointed that, the content of art may also be analyzed systematically, and this technique is the source of much of our understanding of the contacts among cultures and the transmission of knowledge among them.\textsuperscript{52} The medieval architecture is also a source of such message hence this method is rightly used. It has been noted that the most important decision in content analysis involves the choices of categories, which must accurately represent the ideas or concepts that you want to measure.\textsuperscript{53}

In this content analysis following four types have been categorized:

1) Forts
2) Palaces
3) Mosques and Tombs
4) Gates, step wells and water tanks.

And on this basis tables have been prepared regarding monuments of medieval period.

\textsuperscript{53} Ibid, p.281.
2.6 **LIMITATIONS:**

There are various limitations to this research project. In social research whenever there are variables changes are invitable. It has been pointed by Michal that there are many variables which are important from the point of view of theoretical treatment. But these variables need not be of much practical use in management decision-making. In the process of research, one has to understand the significant limitations to the subject. It has been pointed that, science is a public institution. Hence, in the interest of its growth on the eight links, every scientist is duty-bound to make his findings as also the method by which he arrived at these, known to public. Here this approach has been adopted.

There are many obstacles in this study because the subject of research has considerably changed. The data changes as per time and situation. It has been pointed that, sometimes it seems as if nature and particularly the human aspect of nature that is the realm of social science – diaconclusions. In order to avoid this every care is taken for objective assessment. It has been observed that in the interchange between George Bernard Shaw and Frank Harris, “illustrates the problem of bias in obtaining a fair sample of subject for observation”.

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Truthful sampling is a new aspect of limitation. It has been noted that “sampling bias is one of the two causes of a sample’s not being a truthful image”. Sample studies are very popular with researchers, though they suffer from many limitations. Such reports need not always be accurate and hence their utility, for situations, which demand accurate decisions, becomes insignificant.

In order to understand all these facts in this project following limitations can be noted –

1) This study of medieval architecture is based on sample in Aurangabad City. 150 Indian and 150 foreign tourists have been studied here.

2) Only medieval architecture of Marathwada has been studied here because this can present scope for limited analysis.

3) The prime focus of analysis is on Monuments of Aurangabad City in particular and Marathwada in general.

58. Ibid, p.110.
2.7 **CONCLUSION:**

Thus, in this Chapter an attempt was made to study research design in an effective manner. The research design used here has been perfectly followed and carefully adopted.

The study of medieval architecture in Aurangabad, can be of high value for future generations. Hence this descriptive design was explained in this Chapter. In the next Chapter, the nature of medieval architecture has been explained.