



Course Syllabus

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|-------------------------|------------------------------------------------|-----------------------------------|
| Course Code | Course Title | ECTS Credits |
| COMM-241 | Communication and Media Research Methods | 6 |
| Prerequisites | Department | Semester |
| None | Communications | Fall/Spring |
| Type of Course | Field | Language of Instruction |
| Required | Communication/Public Relations and Advertising | English |
| Level of Course | Lecturer(s) | Year of Study |
| 1 st Cycle | Dr. Tao Papaioannou | 1 st , 2 nd |
| Mode of Delivery | Work Placement | Corequisites |
| Face-to-face | None | None |

Course Objectives:

The main objectives of the course are to:

- Introduce students to various research methods pertinent to communications and media research
- Assist students in developing the skills necessary for development of research questions, collection, analysis and interpretation of research findings

Learning Outcomes:

Upon completion of the course, students are expected to be able to

- Understand different research methods applied to a variety of communications and media content and platforms
- Comprehend the main methods of qualitative and quantitative research in the digital age with reference to grounded and scientific approaches
- Identify reasoned method choices for different types of media content and methods.
- Explore questions of ethics and changes in the digital/online age
- Assess the relative merits of various research methods and evaluate their applicability to specific research situations
- Develop a research idea and questions

- Collect and analyze data
- Interpret research findings
- Comprehend the value of sources, resources, references and citations

Course Content:

- An introductory overview of the course's main substantive contents, the course outline and course requirements
- Media Research Methods
- Ethics
- Quantitative and qualitative research
- Metatextuality and media content
- Developing a research idea
- Research proposal
- Methodologies and Approaches - science versus grounded theory
- Methods of textual analysis – semiotic analysis, rhetorical analysis, framing analysis and discourse analysis
- Qualitative research methods – interviews, historical analysis, ethnomethodological research and participant observation
- Content analysis
- Surveys
- Experiments
- Descriptive statistics
- Writing research reports - interpreting and reporting findings
- Sources, resources, bibliography and citations

Learning Activities and Teaching Methods:

Lectures with audio/visual aids, case studies, group discussions and exercises, student presentations, test, assignments and reading material

Assessment Methods:

Research paper, Presentation, Final Exam – open ended and interpretative answers, Participation and Attendance

Required Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|------------------------------------------------------------------------------------------------------|------------------|------------------|-------------|----------------|
| Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches | Berger, A.A. | Sage | 2020 | 978-1544332680 |

Recommended Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|-------------------------------------------------------------------------|----------------------------------|------------------|-------------|----------------|
| Qualitative Inquiry and Research Design: Choosing Among Five Approaches | Creswell, J.W. & Poth, C.N. | Sage | 2018 | 978-1506330204 |
| Innovative Methods in Media and Communication Research | Kubitschko, S. & Kaun, A. (Eds.) | Palgrave | 2016 | e-book |