



University of Nicosia, Cyprus

Course Code COMM-240A	Course Title Communication and Media Analysis	ECTS Credits 6
Department Communications	Semester Fall, Spring	Prerequisites None
Type of Course Major Requirement	Field Communications	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 2 nd	Lecturer Dr. Marios Sarris
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

- Introduce students to qualitative and quantitative research methods pertinent to communication research and to social science research in general.
- Assist students in developing the skills necessary for scholarly preparation of research proposals and presentation of research findings.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Comprehend the key paradigms of research theory.
2. Understand the main methods of qualitative and quantitative research.
3. Know how to apply qualitative and quantitative research methods to the field of communications as well as to social science in general.
4. Develop a critical apprehension of the relative merits of various research methods and of their applicability to specific research situations.
5. Develop the skills necessary for the scholarly preparation of research proposals and the presentation of research findings.
6. Identify the multiple effects of the media on society and culture.
7. Develop an awareness of ethical considerations involved in media research.

Course Contents:

1. Positivism and subjective social research
2. Quantitative and qualitative research
3. The steps in scientific research
4. The contents of a research proposal
5. Sampling
6. Types of sampling methods
7. Types of sample survey
8. Research proposals
9. Questionnaires
10. Interviews
11. Research reports
12. Experiments
13. Coding
14. Research in the electronic media
15. Secondary sources
16. Research in media effects
17. Content analysis
18. Participant and non-participant observation
19. Research ethics

Teaching Methods:

Interactive lectures.

Assessment Methods:

Mid-term exam, final exam, project, test, assessment of class attendance and participation.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Roger D. Wimmer, Joseph R. Dominick	Mass Media Research: An Introduction	Thomson Wadsworth	2006	0-534-64718-9

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
American Psychological Association	Publication manual of the American Psychological Association	Author	2007	13:9781557987914 10:1557987912
Downing, J., et al (eds)	Questioning the Media: A Critical Introduction	Sage Publications	1995	0803971974