



Course Syllabus

Course Code	Course Title	ECTS Credits
COMM-241	Communication and Media Research Methods	6
Prerequisites	Department	Semester
None	Communications	Fall
Type of Course	Field	Language of Instruction
Required	Communications	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Dr. Mike Hajimichael	2 nd
Mode of Delivery	Work Placement	Corequisites
Face- to-face	No	None

Course Objectives:

The main objectives of the course are to:

- Introduce students to the variety of research methods pertinent to communications and media research methods
- Assist students in developing the skills necessary for research proposals, collection, analysis and presentation of research findings.

Learning Outcomes:

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

1. Understand different research methods applied to a variety of Communications and Media content and platforms.
2. Comprehend the main methods of qualitative and quantitative research in the digital age with reference to grounded and scientific approaches
3. Explore questions of ethics and changes in the digital/online age.
4. Assess the relative merits of various research methods and evaluate their applicability to specific research situations.
5. Prepare a research idea and proposal
6. Report, analyze and interpret research findings.
7. Comprehend the value of sources, resources, bibliography and citations
8. Identify reasoned choices for different types of media content and methods.

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
- Sources, resources, bibliography and citations
- The Research Diary
- Ethnography – Auto-Ethnography & Media
- Interviews
- Focus Groups
- Thematic Coding Analysis
- Semiotics and Media Content
- Critical Discourse Analysis
- Case Studies
- Writing up, interpreting and reporting findings

Learning Activities and Teaching Methods:

Project, mid-term, Final exam, assessment of class attendance and participation.

Assessment Methods:

Research Idea/Proposal 600-800 words /2-3 pages with bibliography

Mid-term Test – interpretative answers on material covered so far

Final Exam – multiple choice, open ended and interpretative answers

Participation and Attendance

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Innovative Methods in Media and Communication Research	Sebastian Kubitschko. S & Kaun, A. (eds)	Palgrave	2016	e-book
Qualitative Research An Introduction to Methods and Designs	Stephen D. Lapan, MaryLynn T. Quartaroli, & Frances J. Riemer (eds)	John Wiley & Sons	2012	ebook
How to do media & cultural studies	Jane Stokes	Sage Publications	2003	ebook

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Advances in Communication and Mass Media Research	Pasadeos, Y.(ed)	Atiner	2010	e-book
Research Methodology, a step-by-step guide for beginners	Ranjit Kumar	Sage 3 rd Edition	2003	e-book