



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 Marios Sarris	2 nd
Mode of Delivery	Work Placement	Co-requisites
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- 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:

- Discuss the key paradigms of research theory
- Employ the main methods of qualitative and quantitative research
- Apply qualitative and quantitative research methods to the field of communications as well as to social science in general
- Assess the relative merits of various research methods and evaluate their applicability to specific research situations
- Prepare research proposals and report on research findings in a scholarly fashion
- Identify and measure the multiple effects of the media on society and culture
- Examine ethical considerations involved in media research

Course Content:

- Positivism and subjective social research
- Quantitative and qualitative research
- The steps in scientific research
- The contents of a research proposal
- Sampling
- Types of sampling methods
- Types of sample survey: cross sectional studies, case studies, longitudinal studies
- Research proposals
- Questionnaires
- Interviews
- Research reports
- Experiments
- Coding
- Research in the electronic media
- Secondary sources
- Research in media effects
- Content analysis
- Participant and non-participant observation
- Research ethics

Learning Activities and Teaching Methods:

Interactive lectures, individual tutoring sessions.

Assessment Methods:

Final exam
 Project
 Test
 Attendance & Participation

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Mass Media Research: An Introduction	Roger D. Wimmer, Joseph R. Dominick	Thomson Wadsworth	2014 [10 th ed]	Print copy available 13:978-1-285-07460-3 10:1-285-07460-2

Lecturer's Notes				
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Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Publication manual of the American Psychological Association	American Psychological Association	Author	2007	Print copy available 13:9781557987914 10:1557987912
The Psychologist's Companion: A Guide to Scientific Writing for Students and Researchers	Sternberg, R.J. & Sternberg, K.	Cambridge University Press	2012 [5 th ed.]	E-book available
How to Write and Illustrate a Scientific Paper	Bjorn, Gustavi	Cambridge University Press	2012 [2 nd ed.]	E-book available