



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MCOM-590	Research Methods in Media & Communications	10
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	Communications	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Communications	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
2 <sup>nd</sup> Cycle	Dr. Mike Hajimichael	1 <sup>st</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face-to-Face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Provide a post-graduate level awareness to the various methods of enquiry and interpretation used in Media & Communications research
- Explore the differences between quantitative and qualitative media research methods
- Give a solid grounding in ethnographic interview techniques with regard to media usage and interpretation
- Enable students to present their data as research findings

### Learning Outcomes:

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

1. Have an in-depth theoretical understanding of different research methodologies
2. Apply different methodological approaches to studying the impact of the communications media in the digital age.
3. Learn how to plan, process, analyze, present and write a report on an ethnographic in-depth interview

**Course Content:**

- Introduction to Course, objectives, outline, discussion
- Quantitative Methods
- Qualitative Methods
- The importance of developing a good research proposal – what are we trying to study, why, how, when and through what methods
- Ethics and interviews
- Developing and conducting an ethnographic interview
- Conducting ethnographic interviews in the media
- Transcription of interview
- Conducting assessment of interview findings as a report
- Research interview presentation

**Learning Activities and Teaching Methods:**

Interactive lectures, research development discussions/tutorials

**Assessment Methods:**

Planning, conducting, processing, presenting and writing interview based findings

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Media and Communication Research Methods	Berger, A.A	Sage	2016	9781483377568
The Ethnographic Interview	Spradley, J.P	Wavland Press	1979	978-1478632078

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Qualitative Data Analysis: A Methods Sourcebook		Sage	2014	978-1452257877
Media Research Methods: Understanding Metric and Interpretive Approaches	Anderson, J.A	Sage	2012	978-1412999564