

Global Learning Semesters

Course Syllabus

Course: COMM-240 Communications and Media Analysis

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-240	Communications and Media Analysis	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring	42	None
Department	Level of Course	Language of Instruction
Communications	Lower Division	English

Course Description

Positivism and subjective social research are introduced followed by a review of quantitative and qualitative research. The students learn the steps in scientific research, methods of sampling and the construction of questionnaires and interviews. Finally the methodology of experimental research, field observation and content analysis is reviewed in detail.

Instructor

Dr Marios Sarris

Course Aims and Objectives

The course is designed to examine quantitative and qualitative research methodology, pertinent to the communication field and to provide opportunities for the student for specialization in traditional and in emerging academic disciplines. It is also intended to provide students with the discipline skills necessary to answer meaningful questions, through the generation and examination of empirical evidence.

Teaching Methods

The course is delivered through a mixture of lectures, discussions and written feedback from the students.

Course Teaching Hours

42 hours. The course is delivered during the Fall and Spring semesters in 14-weeks (3 hours/week).

Evaluation and Grading

Attendance:	10%
Project:	30%
Test:	20%
Final examination:	40%

Readings and Resources

Required Textbook

Wimmer, R.D. & Dominick, J. R. 2000. Mass Research: an Introduction. Belmont, CA: Wadsworth.

Recommended Reading

American Psychological Association. Publication manual of the American Psychological Association. Washington, DC: Auth