

Global Learning Semesters

Course Syllabus

Course: COMM-504 Methods in Media and Communications

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-504	Methods in Media and Communications	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Graduate Standing
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

Focuses on concepts and methods or research in media and communications and application of various research techniques selected from both the quantitative and qualitative research paradigms: content analysis of the media, structural and semiotic analysis, media effects design, survey research and questionnaire design, descriptive and inferential statistics, focus group discussions, interviewing, audience measurement, case studies.

Prerequisites

Graduate Standing

Topic Areas

1. Methods and principles of social research.
2. Quantitative methods in Media Research – studying special Paradigms.
3. Qualitative Methods in Media Research and special Paradigms.
4. Recent trends in combinations of Quantitative and Qualitative Research.
5. How to write a questionnaire.
6. How to conduct a focus group discussion (practical application).
7. Descriptive and Inferential statistics (Theory and application).
8. SPSS – learning and using of the Statistical Package of Social Sciences.
9. Analysis of case studies.
10. Designing, conducting and presenting a course research project.

Readings and Resources

Required Textbooks

- Babbie, E. (2000). The Practice of Social Research. Belmont, CA: Wadsworth.