

Academic Year: ( 2024 / 2025 )

Review date: 25-04-2024

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: BARRANQUERO CARRETERO, ALEJANDRO

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

## OBJECTIVES

The objectives of the course are: to provide theoretical-methodological elements for the approach, development and resolution of problems in the framework of a research process in Journalism and Communication, as well as to apprehend the theoretical approaches that govern the process of scientific research.

The skills acquired are:

Instrumental skills: capacity planning, and organization apprehension of basic general knowledge of the research methodology.

Interpersonal skills: teamwork.

Systemic skills: ability to apply knowledge in practice, research, design and project management, initiative and entrepreneurship, objectives skills.

## DESCRIPTION OF CONTENTS: PROGRAMME

Lesson 1-Introduction to research.

Lesson 2- Scientific method and designing a project.

Lesson 3.- Quantitative methods in communication.

Lesson 4.- Analysis of content

Lesson 5.- Qualitative methods in communication (I). Observation, Case studies.

Lesson 5.- Qualitative methods in communication (I). Interviews

Lesson 7.- Experimental and digital methods.

Lesson 8.- Trends in communication research.

## LEARNING ACTIVITIES AND METHODOLOGY

Combination of theoretical teachings (3ECTS) and application to research practice (3ECTS) on the conceptual basis assimilated during the master classes.

Group training activity on a research topic proposed by the students to which the learned methodological techniques will be applied. Throughout the course, team research will be developed with weekly guidelines and corrections by the teaching staff. The tutoring regime is that established by University regulations, with setting schedules and dissemination in Aula Global.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50

Learning outcomes will be measured based on the following criteria:

1) 50% for Final Exam. To pass the course, every student need to obtain 2,5 points, at least, in final exam. 2) 50% of the grade for continuous assessment. Here, students need to divide into groups of three to five. Continuous assessment implies design, conduct and report a research project by applying ONE research methodology, at least, taught on lectures. Grading for continuous assessment will be distributed as follows: 1) Research draft (1.5 up to 2 points); 2) Final Research Report (between 2.5 and 3); 3) Class attendance, frequency and quality of contribution to class discussion and uploading weekly assignments (from 1 to 1.5). Besides this, because we are in communication studies, you should miss

<b>% end-of-term-examination:</b>	50
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	50

tends points or full points because of awkward, semantic and syntactical improprieties and colloquialisms. In the Final Exam the percentage of the qualifications will be the 50% of the theoretic issues and the 50% of the practical tasks. In the Extraordinary Exam the theoretic issues will be the 100% of the qualifications.

#### BASIC BIBLIOGRAPHY

- NEILSON, T. y RHEAMS, D. Research Methods for the Digital Humanities, Palgrave, Macmillan, 2018
- ROGERS, R. Digital methods, , The MIT Press, Cambridge, 2013
- WHITE, P, Developing research questions. A guide for social scientists, , Palgrave Macmillan, 2009
- WIMMER, R.D., y DOMINICK, J.R. Mass Media Research. An introduction. , Wadsworth, 2011