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**Syllabus**

**BSc Media and communication**

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| **Subject** | **Research Methods in Media and Communication 1** | | | |
| **Type** | **Semester** | **ECTS** | **Code** |
| Obligatory (O) | 5 | 5 | 90RMC301 |
| **Course Lecturer** | Dr. Gjylie Rexha | | | |
| **Course Assistant** |  | | | |
| **Course Tutor** |  | | | |
| **Aims and Objectives** | Research Methods in Media and Communication 1 is conceived as a course that provides knowledge about research activities in the fields of media and communication. Course focuses the issues related to the research process, sources, data analyses and ethics in scientific research. To students, this course provides the main theoretical and practical approaches in applying the different methods in scientific research about media companies, their communication process with audiences, media effects etc. | | | |
| **Learning Outcomes** | It is expected that from this course that:  -students gain basic knowledge regarding the scientific research in the fields of media and communication;  -know and be able to select appropriate methods doer individual research;  -to be trained in the data gathering and analyzing in qualitative and quantitative research;  -became familiar with the basic ethical principles in the research process in media and communication. | | | |
| **Course Content** | **Course Plan** | | | **Week** |
| Introduction: Why research media and communication methods? | | | 1 |
| Notions and characteristics (media research, scientific method) | | | 2 |
| Hypothesis / research questions | | | 3 |
| Sources and their categorization | | | 4 |
| MC research and the Internet | | | 5 |
| Qualitative research methods | | | 6 |
| Discourse analyses, interviews, case studies | | | 7 |
| Quantitative research methods | | | 8 |
| Content analyses, Surveys | | | 9 |
| Reference styles | | | 10 |
| The structure of scientific papers | | | 11 |
| Writting Abstract, Introduction and Literature Review | | | 12 |
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|  | | |  |
| Findings and data analysing  Research ethical principles  Final exam | | | 13  14  15 |
| **Teaching/Learning Methods** | **Teaching/Learning Activity** | | | **Weight (%)** |
| 1. Lectures | | | 50% |
| 1. Exercises | | | 25% |
| 1. Individual research | | | 25% |
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| **Assessment Methods** | **Assessment Activity** | **Number** | **Week** | **Weight (%)** |
| 1. Active participation in lectures |  | 2-15 | 10% |
| 1. Exercises and discussions |  | 1-15 | 10% |
| 1. Research/case study 2. Final exam |  | 7  - | 20%  60% |
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| **Course resources** | **Resources** | | | **Number** |
| 1. Classroom | | | 1 |
| 1. Projector 2. Moodle | | | 1 |
| 1. Moodle | | |  |
|  | | |  |
| **ECTS Workload** | **Activity** | | **Weekly hrs** | **Total workload** |
| 1. Lectures | | 2  2  2 | 30  2  2 |
| 1. Exercises | | 1 | 15  2 |
| 1. Research/case study 2. Required literature | | 4 | 60  20 |
|  | |  |  |
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| **Literature/References** | Francis Balle, *Mediat & shoqëritë* (Përdorimet dhe audiencat, fq.  652-685), Polis 2011  Roger D. Wimmer, Joseph R. Dominick, *Mass media research / An Introduction*, Ninth edition, 2011  Barrie Gunter, *Media research methods, Measuring audiences, reactions and impact*, SAGE Publication 2000  Máire Messenger Davies and Nick Mosdell, *Practical Research Methods for Media and Cultural Studies, Making People Count,* Edinburgh University Press Ltd 2006  Umberto Eco, *Si të shkruhet një punim diplome, shkencat shoqërore*, Dituria 2007 | | | |
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