**BSc Media and Communication**

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| **Subject**  | **Research methods on the media and communication II**   Type Semester ECTS Code OBLIGATORY VI 5 90RMC351  |
| **Lecturer** **Assistant** **Supervisor**  | Dr. Xhevahire Millaku  |
| **Aims and objectives**  | The purpose of the course is to teach / introduce students to research methods and to introduce them with the principles of writing the dissertation.The aim of the course is to to teach/introduce students with the methods of research and become to teach/introduce with the principles of dissertation design.  |
| **Expected outcomes**  | Students will be competent to know with qualitative and quantitative research methods; They will be able to structure the text of the dissertation, search for the appropriate literature, identify sources and citations. In the end, they will gain the competence for writing the dissertation. |
| **Subject content**  | Weekly Plan Week 1. Lecture introduce I
2. Literature review II
3. Topic Definition / Objectives Research III
4. Research methods

4.1 Qualitative methods 4.2 Quantitative methods IV1. Interview V
	1. Types of interviews

5.2 Content of the interview 5.3 Interviewer competencies 1. Action plan/Work plan VI
2. Writing Techniques / Text Structure VII
3. First draft preparing / Writing the manuscript VIII
4. Scientific writing style IX
5. Sources Identification/Citation X
6. The final tex. writing XI
7. Key studies XII
8. Good research practices XIII
9. Cases study XIV
10. Conclusions XV
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| **Teaching methods**  | Activity Mark weight (%)1. Lectures 60%
2. Seminars 20%
3. Case studies 20%
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| **Assessment methods**  | Assessment activity Week Mark weight 1. Mid-term exam 7 20%
2. Case study 12 20%
3. Participation 1-12 10%
4. Final exam 14 50 %
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| **Sources and means of the implementation of the course**  |  Means Number 1. Classroom
2. Moodle
3. Projector
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| **Load and activities**  | Activity type Weekly hours Overall load 1. Lectures 2 30
2. Seminars 1 15
3. Case studies 80

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| **Literature/References** | Umberto Eco, Si shkruhet një punim diplome, DITURIA, Tiranë, 2006.Zejnullah Rrahmani, Si të shkruhet disertacioni, Faik Konica, Prishtinë, 2001. Silverman, D. (2004). *Qualitative research: theory, method and practice*. Thousand Oaks, Calif.: Sage Publications. |
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