

DEGREE IN: **AUDIOVISUAL COMMUNICATION**

1. GENERAL DETAILS OF THE SUBJECT

Name: **RESEARCH METHODOLOGIES IN COMMUNICATION**

Level: THIRD

Semester: SECOND

Type (Basic/Compulsory/Elective subject): Compulsory

Weekly class hours: 4

Credits (ECTS): 6

Year of Study Programme: 2010

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2. DESCRIPTION

The course Research Methodologies in Communication is based in the direct application of the different research methodologies to be able of apply them both for academical and labor works. It also contains a theoretical framework that will allow students to understand some basic ideas about specific research theories, structure, literature review, managing time and resources, hypothesis generation, data collection and analysis and formulating aims and objectives. Students will conduct an individual practical project in which they will apply the theoretical knowledge previously acquired, and they will also review articles to develop the critical and analytical skills within this communication field.

3. SITUATION

Previous knowledge and skills:

It is desirable for analytic skills, creativity and critical observation.

Recommendations:

It is important to have access to a personal computer to do the homework.

It's very important to ask the questions related to understanding the assignments or processes before students deepen into these. This content usually requires a profound immersion, so there's always the risk of not asking the teacher for clarification to fully understand what is required.

It's quite advisable to contact the teacher by email every time a student misses one class, preferably before the class starts.

Adaptation for students with special needs:

The subject will be taught in English. If the student doesn't have the skill required in the language and this slows down the learning of the other students, he/she will have to abandon the course.

4. OBJECTIVES AND COMPETENCIES

This subject has as a general teaching objective: the training of its students of the fundamentals, methods, techniques and forms of organization and dissemination of research in Communication.

In turn, the subject responds to a series of particular purposes subordinated to the general objective of the subject.

Specific theoretical objectives (know).

- 1) Understand the fundamentals of scientific knowledge and research.
- 2) Understand communication as an object of scientific study.

3) Know the research methods and techniques applicable to communication.

Practical objectives (know how).

- 1) Acquire the theoretical concepts necessary for the understanding and analysis of media and audiovisual communication messages.
- 2) Master methodological tools of investigation, and apply them to the concrete study of topics related to audiovisual communication.
- 3) Learn the ways and mechanisms of regular dissemination and organization of scientific production in communication.

Attitudinal objectives (know how to be).

- 1) Develop attitudes of respect towards the expressions of others, and tolerance and openness towards the manifestations of other cultures.
- 2) Appreciate the contribution of these media to the conformation of the idiosyncrasies of cultures and their role in the social communication landscape.
- 3) Value the means of social communication as an integral part of cultural heritage, actively contributing to its respect, conservation and dissemination.

Specific competencies

E06 Ability to critically perceive the new visual and auditory landscape offered by the communicative universe that surrounds us, considering the iconic messages as the result of a specific society, product of the sociopolitical and cultural conditions of a certain historical period.

E20. Ability to analyze and define topics of interest within the field of communication that are related to the economic and business fields and alternative analysis perspectives proposed.

E72. Ability to identify the political, economic and cultural parameters involved in audiovisual communication.

G04 Decision making: the ability to make the right choice in situations of uncertainty, assuming responsibilities.

G06 Order and method: ability to organize and temporalize tasks, performing them in an orderly manner adopting logical priority decisions in the different processes of audiovisual production.

G07 Solidarity conscience: solidarity respect for the different people and peoples of the planet, as well as knowledge of the great cultural currents in relation to individual and collective values and respect for human rights.

G09 Promotion of equality guarantees.

5. COURSE CONTENTS OR THEMATIC SECTIONS

- Fundamentals of the research methodology in Communication
- Characteristics of scientific research in Communication
- Methods and techniques of scientific research in Communication
- Organization of scientific research in Communication

6. LIST OF TOPICS

1. Fundamentals of the research methodology in Communication.
 - 1.1. Definition and purposes of Research.
 - 1.2. The research question.
2. Characteristics of scientific research in Communication.
 - 2.1. Scientific and social research basics.
 - 2.2. Aims, objectives and goals of research.
 - 2.3. Literature review.
3. Methods and techniques of scientific research in Communication.
 - 3.1. Research models.
 - 3.2. Initial stage.

- 3.3. Gathering data techniques: qualitative, quantitative and mixed methods.
 - 3.4. Specific techniques applied to research in communication.
 - 3.5. Writing.
 - 3.6. Re-writing and testing.
4. Organization of scientific research in Communication.
 - 4.1. Planning applied to research in Communication.
 - 4.2. Resources management.

7. METHODOLOGY AND TEACHING TECHNIQUES

Three main methodologies will be used for the theoretical part: master classes, case studies and practical analysis. They will be supported by the use of the debates, creative pitch with feedback, readings and digital presentations, and also through the basic and specific bibliographies recommended by the teacher. These digital materials will be at the students' disposal for their use as guides during the lectures. These materials will be available to the students via the virtual learning platform, as well as any other ways, which may be considered safe and efficient to this goal.

Students must be aware that these digital presentations, by themselves, do not replace the following of the lectures and readings with interest and spirit of participation. Instead, this visual material attempts to offer the results of synthesis and ordering of theories, models, and analysis methodologies in an agile and efficient way, especially because the object studied by this subject is the visual image itself. These didactic materials may be complemented with some related videos.

8. ASSESSMENT CRITERIA

Important: These criteria could be eventually modified attending the nature of the group or exceptional circumstances.

OPTION A

Attendance (> 75%)	
Participation, attitude and attendance	20 %
Assignments	40 %
Theoretical evaluation	40 %

The theoretical evaluation will be an individual project in which the student will prove the application of the different theories with the guidance of the teacher. If the student can't prove some of the basic items have been developed, the teacher will be able to complement it with a theoretical exam.

If one student misses a class with one activity, he/she must contact the teacher **in less than 72 hours by email** to ask for a complementary activity or that activity will be graded as zero.

The average of the assignments and the theoretical evaluation have to get at least half of their grade of each to pass the subject.

Extra practices can be approved by the teacher to those who have passed all the practice to increase the general grade until 10%.

Spelling and grammar mistakes in works and exams can reduce their individual grades.

OPTION B

Attendance (< 75%)	
Book review	10 %
Practical compendium	50 %
Theoretical evaluation	40 %

The theoretical evaluation will be an individual project in which the student will prove the application of the different theories with the guidance of the teacher. If the student can't prove some of the basic items have been developed, the teacher will be able to complement it with a theoretical exam.

The practical compendium will include an adaptation of the activities of **OPTION A** Method and some complementary practices depending on the activities that the student did in class before he/she overcomes the 25% of missing classes.

The average of the practical compendium and the theoretical evaluation have to get at least half of their grade of each to pass the subject.

Spelling and grammar mistakes in works and exams can reduce their individual grades.

- SECOND EVALUATION:

The assessment criteria will be the same one of the previous evaluation.

Students who fail to pass the subject will keep their grades for those practices or the theoretical evaluation or exam if they are already approved.

Some of the assignments or activities could be adapted by the teacher. Students will contact the teacher at least three weeks before the theoretical exam to receive these indications.

- THIRD EVALUATION:

The assessment criteria will be the same one of the previous evaluation.

Students will have to contact the teacher at least six weeks before the theoretical exam to receive instructions to adapt the practices.

9. REFERENCES

Specific

- BERGANZA CONDE, M.R. and RUIZ SAN ROMÁN, J.A. (Coord.) (2005): *Investigar en Comunicación: Guía práctica de métodos y técnicas de investigación social en Comunicación*. Madrid, McGraw-Hill.
- BUSQUET DURÁN, J. and MEDINA CAMBRÓN, A. (Coord.) (2017): *La investigación en comunicación. ¿Qué debemos saber? ¿Qué pasos debemos seguir?*. Barcelona, UOC.
- EIROA, M. and BARRANQUERO, A. (2017): *Métodos de investigación en la comunicación y sus medios*. Madrid, Síntesis.
- KITELEY, R. and STOGDON, C. (2014): *Literature Reviews in Social Work*. London, SAGE.

General

- ARISTOTLE (2010): *The Poetics of Aristotle*, North Carolina, USA: North Carolina Press.
- BOOTH, A., PAPAIOANNOU, D. and SUTTON, A. (2012): *Systematic Approaches to a Successful Literature Review*. London, SAGE.
- CRESSWELL, J.W. (2014): *Research Design Qualitative, Quantitative, and Mixed Methods Approaches. Fourth Edition*. London, SAGE.
- HART, C. (1998): *Doing a Literature Review*. London, SAGE.
- ECO, U. (2005): *Cómo se hace una tesis*. Barcelona, Gedisa.
- WALLIMAN, N. (2017): *Research Methods: The Basics. 2nd Edition*. London, Routledge.

Others (web addresses, etc)

- Database of Doctoral Thesis from Spain: <https://www.educacion.gob.es/teseo/irGestionarConsulta.do>
- Center of Sociological Researches, C.I.S.: <http://www.cis.es/cis/opencms/EN/index.html>
- Association for the Research of Mass Media, AIMC: <https://www.aimc.es/en/what-is-aimc/>
- European Audiovisual Observatory <https://www.obs.coe.int/en/web/observatoire/>
- Statistics National Institute, I.N.E.: <https://www.ine.es/en/index.htm>
- Kantar Media: <https://www.kantar.com/>
- Online Kiosk: <https://en.kiosko.net/>
- Internet Movie Database: <http://www.imdb.com>
- Journal of Visual Culture: <http://www.journalofvisualculture.org/>
- SAGE Journals: <https://journals.sagepub.com/>