



Universitat de Lleida

DEGREE CURRICULUM
**METHODS OF RESEARCH IN
COMMUNICATION**

Coordination: VISA BARBOSA, MARIONA

Academic year 2018-19

Subject's general information

Subject name	METHODS OF RESEARCH IN COMMUNICATION			
Code	101973			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION / 1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	4	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA	TEORIA	
	Number of credits	3	3	
	Number of groups	2	2	
Coordination	VISA BARBOSA, MARIONA			
Department	CATALAN STUDIES AND COMMUNICATION			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
SERES SEUMA, TERESITA DEL NIÑO JESUS	tseres@filcat.udl.cat	6	
VISA BARBOSA, MARIONA	marionavisa@filcat.udl.cat	6	

Learning objectives

Analyze the interaction between the communicative system and the social structure.
 Apply the theoretical principles to the analysis of processes in the field of social communication.
 Identify the phenomena and pose the theoretical problems related to social communication.
 Implement the different research methodologies of communicative phenomena, specifically audiences, both in terms of quantitative and qualitative methods and techniques.
 Know the methodologies of analysis of audiovisual products.
 Be able to ask questions

Significant competences

Basic

CB2. Apply your knowledge to your work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within your area of study

CB4. To be able to transmit information, ideas, problems and solutions to a specialized and non-specialized public.

General

CG2. Develop the capacity for organization and planning.

CG3. Apply theoretical knowledge in practical activity.

CG5 Develop information management capacity

Specific

CE4. Describe the main theories in the field of social communication media and their conceptual elaborations.

CE8. Apply the scientific method in an appropriate way to research in the field of communication, as well as expose the results of the research process.

Transversal

CT5. Acquire essential notions of scientific thought.

Subject contents

1. BASIC STRUCTURE OF A RESEARCH: Special features of the investigation of social phenomena. Characteristics of the scientific method. Scientific article: Title. Hypotheses and objectives. Theoretical framework Methodology. Exploration of result. Conclusions. Bibliography. Attachments.
2. QUANTITATIVE RESEARCH METHODS. Content analysis and survey. Definition Treatment and preparation of the analysis materials: elaboration of categories, formulation of hypotheses and objectives, realization of the analysis, treatment and interpretation of the results.
3. QUALITATIVE RESEARCH METHODS. The analysis of qualitative content. Analysis of the speech. Narrative semiotics Discussion groups and participant / non-participant observation. Ethnography as a method of analysis of communication.
4. PRESENTATION OF THE RESULTS OF THE RESEARCH. Formal and stylistic features of the academic text. Presentation of contents before the public. Public dissemination of research.

Methodology

THEORY: Masterclass. . scientific and divulgative events

GUIDED PRACTICE: seminars, debates, Presentations / expositions, Problem solving and exercises, directing practices

OWN WORK: essays, problem solving, exercises, own work

PERSONALIZED ATTENTION: tutorials

TESTS

Development tests

Practice tests

Development plan

Training activity		Hours destined to the formative activity	Face-to-face percentage
Directed activities	Masterclass	75	100
	Scientific events and / or informative	12	100
	Seminars, debates, presentations / exhibitions	12	100
Supervised activities	Essays (follow-up)	5	100
	Guided discussion forums	5	100
	Personalized attention (tutorials)	5	100
Autonomous	Essays and study	170	0

activities	Autonomous discussion forums	10	0
Evaluation activities	Evaluation activities	6	100

Evaluation

The final grade will be the result of these learning activities:

40%: practical work

40%: Theoretical exam

20% Exhibition

Bibliography

BERGANZA, M.R.; RUIZ SAN ROMÁN, JA (coord.) (2005) *Investigar en comunicación. Guía práctica de métodos y técnicas de investigación social en comunicación*. Madrid: McGraw-Hill.

Bericat, Eduardo. *La integración de los métodos cuantitativo y cualitativo en la investigación social: Significado y medida*. 1998.

BUSQUET; Duran. (2006). *La recerca en comunicació*. UOC.

CASETTI. F. (1999) Análisis de la televisión. Instrumentos, métodos y prácticas de investigación. Paidós

GARCÍA FERRANDO, M.; IBAÑEZ, J.; ALVIRA, F. (comps.) (2001) *El análisis de la realidad social*. Métodos y técnicas de investigación. Madrid: Alianza Editorial.

Pick de Weiss, Susan, López Velasco de Faubert, and Ana Luisa. *Cómo investigar en ciencias sociales*. México, MX: Trillas, 1992.

PIERGIORGIO, C. (2007) *Metodología y Técnicas de Investigación Social*. Madrid: Mc Graw Hill.

Quivy, Raymond, and Luc Van Campenhoudt. *Manual de recerca en ciències socials*. Herder, 2001.

RUIZ OLABUENAGUA, JI (1998) *Cómo elaborar un proyecto de investigación*. Bilbao: Universidad de Deusto.

TAYLOR SJ; Bogdan, R. (1992) *Introducción a los Métodos cualitativos de investigación. La búsqueda del significación*. Barcelona: Paidós.

WOLF, M. (1987). *La investigación de la comunicación de masas*. Paidós.