



Universitat de Lleida

DEGREE CURRICULUM **METHODS OF RESEARCH IN COMMUNICATION**

Coordination: GOMEZ MORALES, BEATRIZ MARIA

Academic year 2022-23

Subject's general information

Subject name	METHODS OF RESEARCH IN COMMUNICATION			
Code	101973			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	3	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	1		1
Coordination	GOMEZ MORALES, BEATRIZ MARIA			
Department	CATALAN STUDIES AND COMMUNICATION			
Teaching load distribution between lectures and independent student work	In-person hours: 60 Non in-person hours of self-employment: 90 Total: 150			
Important information on data processing	Consult this link for more information.			
Language	Catalan			
Distribution of credits	1 credit equals 25 hours of student work. Total: 150 hours (6 credits).			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
GOMEZ MORALES, BEATRIZ MARIA	beatriz.gomez@udl.cat	6	Thursday and Friday (confirmation by email) Office 2.31

Learning objectives

- To apply the theoretical principles to the analysis of processes in the field of social communication.
- To exhibit and explain the most appropriate strategies for the planning and design of research in communication and journalism.
- To know and apply the scientific method adequately in research in audiovisual communication and journalism.
- To acquire the different forms of approach to scientific knowledge and the quantitative and qualitative methods, techniques and resources applied to the analysis of communication and journalism.
- To know how to implement these methods, techniques, and resources for the investigation of communicative phenomena and products.
- To develop a critical and self-critical spirit in front of communicative practice.
- To develop a self-learning and self-demanding capacity to ensure an efficient job.
- To search, select and prioritize any type of source and document useful for the development of communicative products.
- To adequately present the findings of the research process in oral, print, audiovisual or digital media forms, in accordance with the canons of journalism.

Competences

Basics

CB2. To 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.

Generals

CG2. To develop the capacity for organization and planning.

CG3. To apply theoretical knowledge in practical activity.

CG5. To develop information management capacity.

Specifics

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

CE8. To 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.

Transversals

CT5. To acquire essential notions of scientific thought.

CT6. To apply a gender perspective to tasks related to specific professional settings.

Subject contents

Block 1. Introduction to communication and journalism research (lessons 1 and 2). The possibility of who investigates to know the social reality and the particularities of the investigation of the social phenomena. The scientific method and its application in communication research. Areas and areas of communication research study and sectors of scientific activity. Quantitative and qualitative research. The methodological triangulation.

Block 2. The stages of the research process and the classical structure of an investigation (lesson 3). Stages and phases of the research process: organization, planning and process of scientific work. Delimitation of the object and disciplinary scope. Development of the research strategy. The research project: structure and contents.

Block 3. Quantitative research methods and techniques (lessons 4, 5, 6 and 7). The poll-poll. The content analysis. The experimental research. The databases and statistics.

Block 4. Qualitative research methods and techniques (lessons 8, 9 and 10). The interview. Discussion groups and focus groups. Systematic direct observation (non-participant) and participant observation.

Methodology

Lecture classes. Oral exposition of the course content by the teacher.

Colloquiums/Class debate. Activities of exchange of opinions between the students under the direction of the teacher.

Conferences. Public exhibition on a subject carried out by an expert.

Seminar. Work sessions of a small group that investigates an issue through dialogue and discussion, under the direction of a teacher or an expert, to deepen on monographic topics, based on the information previously provided by the teacher.

Group work. Learning activity that has to be done through collaboration among the members of a group.

Written work. Activity consisting of the presentation of a written document made by the student.

Problem-based learning.

Case studies. Method used to study an individual, an institution, a problem, etc. in a contextual and detailed manner.

Practical work. It allows to apply and configure, at a practical level, theoretical knowledge in a concrete context.

Formative activity		Hours allocated to the training activity
Directed activities	Face-to-face master class	37.5
	Scientific and/or informative events	6.5
	Seminars, debates, presentations/exhibitions	6.5
Supervised activities	Works (follow-up)	2.5
	Guided discussion forums	2.5

	Personalized attention (tutorials)	2.5
Autonomous activities	Work and study	90
Evaluation activities	Evaluation activities	2
TOTAL		150

Development plan

Program	Timeline 15 weeks: 30 sessions
Bloc I Unit 1. Introduction to communication and journalism research. Unit 2. The stages of the research process and the classical structure of an investigation.	6 sessions
Bloc II Unit 3. Quantitative research methods and techniques. Unit 4. Qualitative research methods and techniques.	22 sessions
Bloc III Unit 5. Presentation of the results of the investigation.	2 sessions

Evaluation

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

A. Practical work: 50%. The assessment work and practices will be carried out during class sessions. **For more details on the activities, their conditions and their delivery date, check the "Evaluation" folder, included in the "Resources" section of the Virtual Campus.** None of the activities, practices and/or works in this evaluation section have an individual value higher than 30%. **Therefore, they are not susceptible to recovery.**

B. Written test: 40%. This section includes two syllabus follow-up tests, Part I and Part II, with a value of 20% each. The dates of both test will be determined by the examination calendar of the Faculty of Arts. **Both PARTIAL tests are recoverable.**

C. Attendance: 10%. It includes attendance at master classes, interventions and classroom activities. **The activities carried out in class are not recoverable.**

TO BE ABLE TO PASS THE SUBJECT, IT IS NECESSARY TO OBTAIN A MINIMUM GRADE OF 5 IN THE PRACTICAL WORKS AND THE WRITTEN TESTS. Therefore, the average mark of the practical works and written tests must be 5.0 or higher in order to pass the subject. In case of not passing one of these two parts of the evaluation, the average mark will not be calculated and the final mark of the subject will correspond to the mark of the suspended part.

If plagiarised material and/or the use of fraudulent actions during the taking of exams is detected, we will apply what is established in the "Regulations for the Assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees" (https://www.udl.cat/export/sites/universitat-leida/ca/udl/norma/.galleries/docs/Ordenacio_academica/Normativa-davaluacio-i-qualif.-graus-i-masters-Acord-235-CG-21-7-2022.pdf).

Students who combine their degree with a full time job or a part-time job with schedules coinciding with classes have the right to ask for alternative assessment within 5 days after the beginning of the semester. For information,

please send an e-mail to academic@lletres.udl.cat or ask for information at the Faculty's office (Secretaria de la Facultat de Lletres).

Bibliography

Berganza, M^a Rosa; Ruiz San Román, José A. (coord.). (2005). *Investigar en comunicación. Guía práctica de métodos y técnicas de investigación social en comunicación*. Madrid: McGraw-Hill.

Berger, Arthur Asa (2000). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*. Thousand Oaks: Sage.

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Corbetta, Piergiorgio (2007). *Metodología y técnicas de investigación social*. Madrid: Mc Graw Hill.

Domínguez, Màrius; Solsona, Montserrat (2003). *Tècniques d'investigació social quantitatives*. Barcelona, Edicions Universitat de Barcelona.

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Igartua, Juan José (2006). *Métodos cuantitativos de investigación en comunicación*. Barcelona: Bosch.

Jensen, Klaus B.; Jankowski, Nicholas V. (1993). *Métodos cualitativos de investigación en comunicación de masas*. Barcelona: Bosch.

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

Quivy, Raymond; Van Campenhoudt, Luc (2001). *Manual de recerca en ciències socials*. Barcelona: Herder.

Ruiz Olabuenagua, José I. (1998). *Cómo elaborar un proyecto de investigación*. Bilbao: Universidad de Deusto.

Sebeok, Thomas A.; Umiker-Sebeok, Jean (1994). *Sherlock Holmes y Charles S. Peirce: el método de la investigación*. Barcelona, Paidós.

Soriano, Jaume (2007). *L'ofici de comunicòleg: mètodes per investigar la comunicació*. Barcelona: Eumo.

Taylor, Steven J.; Bogdan, Robert (1992). *Introducción a los métodos cualitativos de investigación. La búsqueda del significado*. Barcelona: Paidós.

Vilches, Lorenzo (coord.). (2011). *La investigación en comunicación. Métodos y técnicas en la era digital*. Barcelona, Gedisa.

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Wolf, Mauro (1987). *La investigación de la comunicación de masas*. Barcelona: Paidós.

Links of interest:

Observatori de la Comunicació a Catalunya (OCC InCom-UAB): observatoricomunicacio.cat