



Universitat de Lleida

DEGREE CURRICULUM  
**METHODS OF RESEARCH IN  
COMMUNICATION**

Coordination: GOMEZ MORALES, BEATRIZ MARIA

Academic year 2023-24

## Subject's general information

<b>Subject name</b>	METHODS OF RESEARCH IN COMMUNICATION			
<b>Code</b>	101973			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Audiovisual Communication and Journalism	3	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	3		3
	<b>Number of groups</b>	1		1
<b>Coordination</b>	GOMEZ MORALES, BEATRIZ MARIA			
<b>Department</b>	PHILOLOGY AND COMMUNICATION			
<b>Teaching load distribution between lectures and independent student work</b>	In-person hours: 60 Non in-person hours of self-employment: 90 Total: 150			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan			
<b>Distribution of credits</b>	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

- a. To apply the theoretical principles to the analysis of processes in the field of social communication.
- b. To exhibit and explain the most appropriate strategies for the planning and design of research in communication and journalism.
- c. To know and apply the scientific method adequately in research in audiovisual communication and journalism.
- d. 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.
- e. To know how to implement these methods, techniques, and resources for the investigation of communicative phenomena and products.
- f. To develop a critical and self-critical spirit in front of communicative practice.
- g. To develop a self-learning and self-demanding capacity to ensure an efficient job.
- h. To search, select and prioritize any type of source and document useful for the development of communicative products.
- i. 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
<b>TOTAL</b>		<b>150</b>

## Development plan

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

## Evaluation

The subject consists of the following evaluation activities:

**PRACTICES ON QUANTITATIVE TECHNIQUES: 25%.** It includes two practices that will be carried out during class sessions. For more details about the activities, their conditions and delivery date, review the "Evaluation" folder, included in the "Resources" section of the Virtual Campus. **This section of the evaluation is not recoverable.**

**PRACTICES ON QUALITATIVE TECHNIQUES: 25%.** It includes two practices that will be carried out in class sessions. For more details about the activities, their conditions and delivery date, review the "Evaluation" folder, included in the "Resources" section of the Virtual Campus. **This section of the evaluation is not recoverable.**

**WRITTEN TESTS (40%).** This section includes two syllabus follow-up tests, **Mid-term test I** and **Mid-term test 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 tests are recoverable.**

**ATTENDANCE AND PARTICIPATION: 10%.** It includes attendance at master classes, interventions and activities in class. **This section of the evaluation is not recoverable.**

**TO PASS THE SUBJECT, THE TWO WRITTEN TESTS (40%) MUST BE APPROVED BY THE AVERAGE. Thus, the average mark of the two written tests must be five (5.0) or higher to pass the subject.**

The last weeks of the course they will be used for reassessment activities. The student must recover the test or tests that have been failed to achieve a minimum average grade of five (5.0) between the two written tests. The date of completion of the written recovery tests will be the one established in the examination calendar of the Faculty of Arts (June 19, 2024).

If academic fraud or spontaneous copying 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.

Students who want to ask for alternative assessment must submit an employment contract or justify, in a letter addressed to the dean, the reasons that make it impossible for him/her to carry out the continuous assessment within five (5) days after the beginning of the semester. For information, please send an e-mail to [lletres.secretariacentre@udl.cat](mailto:lletres.secretariacentre@udl.cat) or ask for information at the Faculty's academic office (Secretaria Acadèmica de la Facultat de Lletres). **The alternative assessment will consist of a single exam on the entire content of the subject (May 29, 2024).**

## Bibliography

Berganza, M<sup>a</sup> Rosa; Ruiz San Román, José A. (coord.). (2005). *Investigar en comunicació. Guia pràctica de mètodes y tècniques de investigació social en comunicació*. Madrid: McGraw-Hill.

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

Bericat, Eduardo (1998). *La integración de los métodos cuantitativo y cualitativo en la investigación social: significado y medida*. Barcelona: Ariel

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Casetti, Francesco; Di Chio, Federico (1999). *Análisis de la televisión. Instrumentos, métodos y prácticas de investigación*. Barcelona: Paidós

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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.

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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.

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

**Links of interest:**

