

Syllabus

for course at advanced level

Methodology and Research Methods
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15.0 Higher Education
Credits
15.0 ECTS credits

Course code:	MK7003
Valid from:	Autumn 2009
Date of approval:	2007-12-18
Changed:	2009-06-09
Department	Department of Media Studies
Main field:	Communications Studies/Media and Communication Studies
Specialisation:	A1N - Second cycle, has only first-cycle course/s as entry requirements

Decision

This course plan has been approved by the board of directors of the Department for Journalism, Media & Communication (JMK) 2007-12-18. The course plan was revised 2009-06-09.

Prerequisites and special admittance requirements

Course structure

Examination code	Name	Higher Education Credits
MERM	Methodology and Research Methods	15

Course content

The course assesses a spectrum of interpretative and explicatory humanistic and social studies methodologies used within media and communication studies. The methods considered are relevant for studies of media structures as well as for production, content, and reception studies. A selection of methods will be applied during specific small-scale studies, directed toward analysis of various media in relation to contexts of production, interpretation and use. Methods are compared, focusing on their relevance and value for addressing specific research questions. Teaching and exercises may be individualised to a certain extent, with varying focus on quantitative or qualitative methods depending on the prior knowledge the student has of specific methods.

Learning outcomes

Having completed the course the student has demonstrated a deeper understanding of the central methodological questions within media research, and a deeper understanding and increased abilities in different types of research methods which are used within media and communication studies, as well as the improved capacity to relate to them critically. The student has further demonstrated an ability to formulate an individual methods project.

Education

Tuition takes place primarily in the form of lectures, seminars, and applications of methods.

Forms of examination

a. The modules are examined through completion of specific methods applications, seminar participation and essays based on the literature and methods applications reports. Oral or written examination depending on

group size.

b. Grades are given according to a criterion referenced seven-point scale:

A = Excellent
B = Very Good
C = Good
D = Satisfactory
E = Adequate
Fx = Insufficient
F = Fail

c. The grading criteria for this course are to be distributed at the beginning of the course.

d. A grade of at least E on all modules is required in order to obtain a grade for the whole course. Absence from seminars may be compensated by additional written tasks.

e. In order to obtain at least a grade of E, a student who has receives an F or Fx has the right to an additional four tests provided the course is still offered. A student who has received a grade of E or higher may not take the test again in order to get a higher grade. A student who has received the grade of Fx or F twice on a given test and by the same examiner can, on application, be granted a new examiner, unless there are specific reasons against it. The application should be addressed to the board of the department.

Interim

When the course is no longer offered or its contents have been essentially revised, the student has the right to be examined according to this course syllabus once per semester during three semesters. For information about transitional rules for courses in the older pre-Bologna system the student councillor or director of studies at JMK should be contacted.

Required reading

Bell, Allan & Peter Garrett (1998) *Approaches to Media Discourse*. Oxford: Blackwell (chap 2, 4, 5, 7; 140 pp)

Cresswell, John W (2003) *Research Design. Qualitative, Quantitative and Mixed Methods Approaches*. 2nd ed. London: Sage (233 pp)

Flick, Uwe (2006) *An Introduction to Qualitative Research*. London: Sage (495 pp)

Foddy, William (1994) *Constructing Questions for Interviews and Questionnaires*. Cambridge: Cambridge University Press (228 pp)

Jensen, Klaus Bruhn, ed. (2002) *A Handbook of Media and Communication Research*. London: Routledge (chap 7, 13-15; 80 pp)

Krippendorff, Klaus (2004) *Content Analysis: An Introduction to its Methodology*. 2nd ed. Thousand Oaks: Sage (413 pp)

Paterson, Chris & David Domingo, eds. (2008) *Making On-Line News. The Ethnography of New Media Production*. New York: Peter Lang (235 pp)

Rose, Gillian (2007) *Visual Methodologies. An Introduction to the Interpretation of Visual Methods*. London: Sage (287 pp)

Rubin, Herbert & Irene Rubin (2004) *Qualitative Interviewing. The Art of Hearing Data*. 2nd ed. London: Sage (291 pp)

Schröder, Kim et al (2003) *Researching Audiences*. London: Arnold (256 pp)

Silverman, David, ed. (2004) *Qualitative Research: Theory, Method and Practice*. 2nd ed. London: Sage (chap 1-2, 6-8, 10, 13; 140 pp)