

Course Description Form

Basic Course Specifications				
Course Title:	: Research Methods			
Course Code:	: HUM 321			
Program on which the course is given	: <input checked="" type="checkbox"/> Bachelor	: <input type="checkbox"/> Diploma	: <input type="checkbox"/> Master	: <input type="checkbox"/> Pre- PhD
Academic year:	: 2021 - 2022			
Specialization (units of study)	: Theoretical (2) Practical (2)			
Pre-Requisites:	:			
Overall Course Objectives				
<p>This course provides an overview of the concepts, methods, and tools by which communication research is designed, conducted, interpreted, and critically evaluated, to help you become a knowledgeable consumer and a limited producer of communication research as you develop skills in gathering, organizing, interpreting and presenting research information using competent and ethically defensible methods.</p>				
Intended Learning Outcomes				
1.Knowledge and Understanding				
<p>By the end of this course students should be able to:</p> <ul style="list-style-type: none"> 1-1 Define research terms. 1-2 Understand how to use the scientific and methodological tools. 1-3 Identify research methodologies used in the field of mass communication. 1-4 Describe the research process. 1-5 recognize the basics of interview as a research tool 1-6 Recognize the different forms of research questions. 1-7 identify the basics of conducting discourse analysis 1-8 Comprehend the rules of surveys and how to conduct them in communication researches 1-9 Describe the experiment process in media researches. 1-10 Understand the roles of variables in quantitative and qualitative research 1-11 recognize the main ethics of researches in communication . 1-12 identify the fundamentals of research reports 				
2.Intellectual Skills				
<p>By the end of this course students should be able to:</p> <ul style="list-style-type: none"> 2.1 Practice how research methods are set 2-2 Explain the relationship between theory and research. 2-3 Compare the predominant research methods in journalism, media, and communication. 2-4 Plan a research through selecting a timely research topic with an identifiable sample. 2-5 Apply appropriate research method designs to gather data. 2-6 Critically evaluate current research and propose possible alternate directions for further work. 2-7 Develop hypothesis and methodology for research. 2-8 Compare qualitative and quantitative methods. 2-9 criticize the ethics of scientific researches applied in media field 2-10 Analyze the research results. 				

3. Professional and Practical skills

By the end of this course students should be able to:

- 3-1 Plan for successful production of research study.
- 3-2 Conduct a research in the field of mass communication.
- 3-3 Use research techniques.
- 3-4 Apply the academic methods on any political, economic, social issues or any case study.
- 3-5 Structure research questions and hypotheses.
- 3-6 Employ statistical research software in analyzing research results.
- 3-7 Apply the process of Methodological knowledge and technical know-how

4. General and Transferable skills

- 4-1 Use computers and the Internet in researching and writing their assignments.
- 4-2 Work in a team environment while doing group assignments and presentations
- 4-3 Gain confidence and know how to work towards solutions.
- 4-4 Develop writing, oral, teamwork and leadership skills.
- 4-5 Create basic research reports.

Course Content

Lect. #	Topic	Hrs#	Theoretical	Practical
1	What Is Research?	4	■	■
2	The Research Process	4	■	■
3	Conceptual and Operational Definitions Independent and Dependent Variables	4	■	■
4	The Research Process	4	■	■
5	Interviews	4	■	■
6	Content Analysis	4	■	■
7	Week 7 Exam & Submission	4	■	■
8	Discourse Analysis	4	■	■
9	Surveys	4	■	■
10	Participant Observation	4	■	■
11	Experiments	4	■	■
12	Descriptive Statistics	4	■	■
13	Research Ethics	4	■	■
14	Writing Research Reports	4	■	■
15	Revision	4	■	■

Teaching & learning Methods

A combination of lectures, demonstrations, and hands-on exercises.

Facilities Required for Teaching & Learning Methods				
<input checked="" type="checkbox"/> Projector	<input checked="" type="checkbox"/> Overhead Slide	<input checked="" type="checkbox"/> Books	<input checked="" type="checkbox"/> Video	<input type="checkbox"/> Audio Cassette
Students Assessment Methods				
Assessment Schedule				
Written Exam & Project Submission			Week 7	
Project Submission			Week 12	
Written Exam & Project Submission			Week 15	

Grading Method		
Attendance	<input checked="" type="checkbox"/>	5 Marks
Mid Term Examination	<input checked="" type="checkbox"/>	30 Marks
Presentations	<input type="checkbox"/>	-
Assignments	<input type="checkbox"/>	-
Projects	<input checked="" type="checkbox"/>	30 Marks
Participation	<input checked="" type="checkbox"/>	5 Marks
Oral Examination	<input checked="" type="checkbox"/>	-
Final Examination	<input checked="" type="checkbox"/>	30 Marks
		Total 100%

List of References

Course Notes

Description	:	This course focuses on how to apply the results of research to the evaluation and enhancement of media operations and output, communication planning, and mobilization of communication resources at the corporate and national levels. It covers research concepts such as sampling, significance, validity and reliability, and types of research relevant to media industries including content analysis, survey and designs for campaign evaluation. The aim is to enhance students' understanding of research findings, ability to read research reports critically and to translate findings into more effective media management and production.
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Essential Books

Description	:	Asa Berger , Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches , FIFTH EDITION , - San Francisco State University, USA , 2019
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Recommended Books

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Periodicals and publications

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Others (websites, e-books...etc)

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