**Course teaching team**

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| Name of faculty member | Prof. Dr. Jihan Yousry |
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| Name of faculty member | Prof. Walid Fathallah Barakat |
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| Associate member | Doaa Essam |
| Office address and number | The third floor, the room of lecturers and assistant teachers |
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**Targeted Learning Outcomes :**

Acquisition of knowledge skills related to methods of conducting research, as well as skills related to choosing a research topic and the steps involved in conducting it. Moreover, practical skills related to the scientific application of research and the evaluation and analysis of radio and television research.

**That is, by the end of this course, the student will be able to perform the following tasks:**

**After completing this course, the student will be able to:**

1. Knowing the definition of media research.
2. Knowing the importance of media research.
3. Mentioning the uses of research in the field of media.
4. Knowing the types of research.
5. Knowing scientific research methods.
6. Determining scientific research procedures.
7. Identifying radio and television issues and topics that are subject to scientific research.
8. Knowing the characteristics of information-gathering tools in media research.
9. Identifying the elements needed in research.
10. Knowing scientific writing for research.
11. Knowing the formal specifications necessary for scientific research.
12. Proposing a set of research ideas that can be studied in the field of radio and television.
13. Differentiating between different types of research.
14. Summarizing previous research studies.
15. Evaluating studies and findings in research.
16. Planning to conduct scientific research.
17. Judging the results of research in the field of radio and television.
18. Explaining the importance of research and its role in society.
19. Finding research Results
20. Choosing a research idea for radio and television.
21. Gathering information needed for research.
22. Determining the importance of the research problem.
23. Collecting previous studies.
24. Choosing the theoretical and cognitive framework for research.
25. Designing a content analysis form for the analytical study.
26. Designing a survey form for the field study.
27. Applying the content analysis form to a media material covered by the research.
28. Applying the field form to a number of respondents.
29. Scheduling the search results in a set of statistical tables.
30. Measuring the study variables covered by the research.
31. Explaining the findings of the research.
32. Writing Research Report.
33. Thinking critically and objectively.
34. Acquiring team work skills.
35. Acquiring presentation skills.
36. Acquiring discussion skills.
37. Acquiring scientific research skills.
38. Acquiring self-assessment skills.
39. Using information technology.
40. Acquiring the skills of communicating with sources of information

**What is the performance evaluation expected of the student during his study of this course:**

To interact with the course professors in the lectures and to perform well in applied scientific research.

**Teaching methods and means:**

1. Lecture
2. Discussion:
3. Assignments and practical applications (individual and group) in lectures.
4. Work Groups
5. Field application.
6. Presentation during the lecture.
7. Additional office meetings with the course professor.
8. Provide course content on cd for ease of conversion (in Braille) for blind students.
9. Divide students into small groups for group research.
10. In the event that some people miss the midterm exam, another date will be set for them.
11. Create a WhatsApp group for the course, to communicate with the students of the course and inform them of all the lectures and assignments related to the course.
12. Create a WhatsApp group for each research group to respond to its questions and to follow up on all steps of preparing the group research.

**Main reference**:

1. Notes (applications) of content analysis (definition, steps, application) (Prof. Dr. Jihan Yousry).
2. Notes (applications) in research methods (Prof. Dr. Walid Fathallah).
3. Barakat Abdel Aziz, "Scientific Research Methods, Theoretical Origins and Application Skills", Cairo, Dar Al-Kitab Al-Hadith, 2012.
4. Sami Taya, "Media Research", Cairo, Dar Al-Nahda Al-Arabiya, 2001.
5. Muhammad Abdul Hamid, "Content Analysis in Media Research", Jeddah, Dar Al-Shorouk, 2nd Edition, 2009.
6. Shaima Zulfikar Zughaib, "Research Methods and Statistical Uses in Media Studies" Cairo, Al-Dar Al-Masriah Al Lubnaniah, 2009.
7. Mahmoud Ahmed Darwish, “Research Methods in the Humanities”, Cairo: The Arab Nation Foundation for Publishing and Distribution, 1st Edition, 2018.
8. Asaad Atwan, Youssef Khalil Matar, "Scientific Research Methods", Lebanon: Scientific Books House, 2018.
9. Journal of Public Opinion Research, Journal of Public Opinion Research, Egyptian Journal of Media Research, Journal of Radio and Television Research (publications of the Faculty of Mass Communication, Cairo University).

**Timetable for teaching the course**

| **Timing** | **Main Topic** | **SUB TOPIC** | **Teachers** | **Evaluations** |
| --- | --- | --- | --- | --- |
| First week 10/11/2021 | The importance of research in radio and television work | The body responsible for radio research, the research community, samples and their types | Prof. Walid Fathallah Barakat |  |
| Second week 10/18/2021 | Research, its importance and uses in the field of radio and television | Defining scientific research and its objectives.  Radio and television research (Definition, importance, areas of media research) | Prof. Dr. Jihan Yousry |  |
| Third week 10/25/2021 | Secondary data “Background in research” | Data collection tools "observation tool, scientific interview tool, content analysis tool, scientific experiment" | Prof. Walid Fathallah Barakat |  |
| Fourth week 1/11/2021 | Methodological steps for conducting the research | Feeling the problem and determining its scope and importance.  Analyzing the research problem.  - Drafting the title of the search with the application. | Prof. Dr. Jihan Yousry |  |
| Fifth week 11/8/2021 | Questionnaire "Design and Implementation Methods" |  | Prof. Walid Fathallah Barakat |  |
| Sixth week 11/15/2021 | Methodological steps for conducting the research (continued) | Drafting the research problem with the application  Determining research objectives  Evaluating research problem  Reviewing and using of previous studies  Formulating study questions and hypotheses  Variables (their nature and types). | Prof. Dr. Jihan Yousry |  |
| The seventh week 11/22/2021 | Emptying questionnaire data and preparing simple tables | Preparing relational tables | Prof. Walid Fathallah Barakat |  |
| The eighth week 11/29/2021 | midterm exam | ---- | Subject professors |  |
| The ninth week 4/12/2021 | Content analysis | The beginnings of content analysis.  Development Stages  - Definition and importance.  Content analysis uses.  Designing an analysis form. | Prof. Dr. Jihan Yousry |  |
| The tenth week 12/13/2021 | Preparing the socio-economic level scale and tabulating its results | Preparing tables in a weighted manner for ordinal data | The eleventh |  |
| Eleventh week 12/18/2021 | Content analysis (continued) | Content analysis uses (continued).  Content analysis units.  Content analysis  Content analysis success factors.  Application to previous studies. |  |  |
| Twelfth Week 12/27/2021 | Writing a research report | Documenting sources and references. | Prof. Walid Fathallah Barakat |  |
| Twelfth Week 12/27/2021 | Applications to content analysis | - Applications to content analysis units and categories in previous studies.  Applying the steps of analysis, extracting results, interpretation and writing a comment.  Introducing the student to the form of the first group exam questions in the exam paper. | Prof. Dr. Jihan Yousry |  |
| Thirteenth week 01/03/2022 | Collect search delivery | Reply to any inquiries | Prof. Dr. Jihan Yousry  Prof. Walid Fathallah Barakat |  |

**\*\* Mid-year vacation starts on February 5 and ends on February 17, 2022**

**Detailed timetable for teaching the course**

|  |  |
| --- | --- |
| The First Week | 11/10/2021 |
| Main Topic | **The importance of research in radio and television work** |
| Teaching staff | Prof. Walid Fathallah Barakat |
| The place of the lecture | Hall 3 |

**Brief explanation of the course content in the first week:**

- The importance of research in radio and television work.

The body responsible for carrying out the research.

Types of research in the media field.

**References and knowledge sources related to the content:**

* Study notes.
* Demos
* Course references.

**Activities accompanying the content (workshops/applications):**

* Oral discussions in the classroom.

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| The second week | 18/10/2021 |
| Main Topic | **Research, its importance and uses in the field of radio and television** |
| Teachers | Prof. Dr. Jihan Yousry |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the second week:**

Defining scientific research and its objectives.

Radio and Television Research (Definition, Importance).

Media research areas.

**References and knowledge sources related to the content:**

* Power point
* Applications to (previous) published studies and research.
* Course references.

**Activities accompanying the content (workshops/applications)**

* Applications in the lecture.
* Discussions.
* Formation of research groups (each group consists of 9 students with a leader for the group).

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| The third week | 25/10/2021 |
| Main Topic | **Secondary data “Background in research”** |
| Teachers | a Prof. Walid Fathallah Barakat |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the third week:**

- Research community and sample.

Sample Types

Secondary data (the research background).

- Data collection tools (observation, interview, experiment, content analysis, and questionnaire).

**References and knowledge sources related to the content:**

* Study notes.
* Demos
* Course references.

**Activities accompanying the content (workshops/applications)**

* Oral discussions in the classroom

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| The fourth week | 1/11/2021 |
| Main Topic | **Methodological steps for conducting the research** |
| Teachers | a Prof. Dr. Jihan Yousry |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the fourth week:**

Feeling the problem and determining its scope.

Choosing a research topic.

Sources for choosing a research topic.

Criteria for choosing a research topic.

Identifying research topic.

Analyzing the research problem.

Drafting the research title (providing applied models on previous studies to learn how to write the research title).

**References and knowledge sources related to the content:**

* PowerPoint
* Applications to previous studies and published research.
* Course references.

**Activities accompanying the content (workshops/applications)**

* Practical applications for students to write a research title.
* Discussions.
* Following the students in applying each research step, they studied to the collective research.

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| 5th WEEK | 8/11/2021 |
| Main Topic | **Questionnaire and design** |
| Teachers | Prof. Walid Fathallah Barakat |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the fifth week:**

- A detailed explanation of each of the data collection tools (observation, interview, and experiment).

A brief explanation of the content analysis tool.

- A detailed explanation of the questionnaire tool and how to design it.

- Methods of applying the questionnaire.

**References and knowledge sources related to the content:**

* Study notes.
* Demos
* Course references.

**Activities accompanying the content (workshops/applications)**

* Oral discussions in the classroom.

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| 6th WEEK | 15/11/2021 |
| Main Topic | **Methodological steps for conducting the research (continued)** |
| Teachers | Prof. Dr. Jihan Yousry |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the sixth week:**

Drafting the research problem (presenting applied models on previous studies to learn how to write the research problem).

Determining research objectives.

Evaluating research problem.

Reviewing and using previous studies.

Formulating hypotheses and questions.

Variables (their nature and types).

**References and knowledge sources related to the content:**

* PowerPoint
* Applications to previous studies and published research.
* Course references.

**Activities accompanying the content (workshops/applications)**

* Practical applications of groups in the lecture on writing a group research problem.
* Discussions.
* Following up the students in applying the research steps they studied to the collective research.

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| 7th WEEK | 22/11/2021 |
| Main Topic | **Questionnaire and design** |
| Teachers | Prof. Walid Fathallah Barakat |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the seventh week:**

-Dumping the questionnaire data.

Preparing simple tables.

Preparing associative tables.

**References and knowledge sources related to the content:**

* Study notes.
* Demos
* Course references.

**Activities accompanying the content (workshops/applications)**

* Oral discussions in the classroom.

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| 8th WEEK | 29/11/2021 |
| Main Topic | **Mid-semester exam** |
| Teachers | Prof. Dr. Jihan Yousry, Prof. Dr. Walid Fathallah Barakat |
| The place of the lecture | Hall 3 |

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| 9th Week | 6/12/2021 |
| Main Topic | **‎Content analysis** |
| Teachers | a Prof. Dr. Jihan Yousry |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the ninth week:**

The beginnings of content analysis.

Stages of content analysis development.

Defining content analysis.

The importance of content analysis.

Content analysis uses.

Designing a content analysis form.

**References and knowledge sources related to the content:**

* PowerPoint
* Applications to previous studies and published research.
* Course references.

**Activities accompanying the content (workshops/applications)**

* Designing research groups for the content analysis form as an application to the lecture.
* Discussions.
* Following up with the students in applying the research steps to the collective research.

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| 10th Week | 13/12/2021 |
| Main Topic | **Scheduling the data extracted from the questionnaire** |
| Teachers | Prof. Walid Fathallah Barakat |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the tenth week:**

- Preparing the socio-economic level scale and tabulating its results.

- Preparing tables in a weighted manner for ordinal data.

**References and knowledge sources related to the content:**

* Study notes.
* Demos
* Course references.

**Activities accompanying the content (workshops/applications)**

* Oral discussions in the classroom.

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| 11th Week | 20/12/2021 |
| Main Topic | **Content analysis (continued)** |
| Teachers | Prof. Dr. Jihan Yousry |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the eleventh week:**

The content analysis uses.

Describing the characteristics of the connection.

Reasoning the causes of communication.

Reasoning the effects of communication.

Content analysis units.

Content analysis categories (what was said and how it was said).

Content analysis success factors.

**References and knowledge sources related to the content:**

* Power point
* Applications to previous studies and published research.
* Course references.

**Activities accompanying the content (workshops/applications)**

* Applications to previous studies in content analysis.
* Discussions.
* Following up with the students in applying the research steps to the collective research.

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| 12th week | 27/12/2021 |
| Main Topic | **Preparing the research in its final form** |
| Teachers | Prof. Walid Fathallah Barakat |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the twelfth week:**

Writing a research report.

- Documenting sources and references.

**References and knowledge sources related to the content:**

* Study notes.
* Demos
* Course references.

**Activities accompanying the content (workshops/applications)**

* Oral discussions in the classroom.

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| 12th week | 27/12/2021 |
| Main Topic | **Applications to content analysis** |
| Teachers | Prof. Dr. Jihan Yousry |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the twelfth week:**

- Applications to the uses of content analysis.

Applications to content analysis units and categories.

- Applying content analysis units and categories to collective research.

Steps of analysis, extraction of results, interpretation and comment on them.

**References and knowledge sources related to the content:**

* PowerPoint
* Applications to previous studies and published research.
* Course references.

**Activities accompanying the content (workshops/applications)**

* Student applications to analytical study in-group research.
* Training students on the steps of analysis, extracting results, interpreting and commenting on them.

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| 13th Week | 3/1/2021 |
| Main Topic | **Receipt of the collective research from the students** |
| Teachers | Prof. Dr. Jihan Yousry, Prof. Dr. Walid Fathallah Barakat |
| The place of the lecture | Hall 3 |

**A brief explanation of the course content in the thirteenth week:**

- Receiving of the collective research conducted by the students.

- Responding to their inquiries.

**Assessments due to the student during the semester:**

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| --- | --- | --- |
| **Assessment week starts** | **The type and content of the evaluation** | **Estimated score for evaluation** |
| Eighth: | Mid-semester exam | 20 |
| From 1– 13 | The work of the year (presence and absence, discussions, participation and interaction, assignments and applications in lectures, preparing group research) | 30 |
| 14 | End-of-semester exam | 50 |

**Student grade evaluation criteria:**

* The student’s score is calculated based on the performance that he demonstrated during the required assessments, including the following skills:

1. Cognitive skills.
2. Intellectual skills.
3. Presentation skills
4. Scientific research skills.
5. Team working skills.
6. Self-assessment skills.
7. Communication skills with sources of information.

**General references for the course:**

1. Notes (applications) of content analysis (definition, steps, application) (Prof. Dr. Jihan Yousry).
2. Notes (applications) in research methods (Prof. Dr. Walid Fathallah).
3. Barakat Abdel Aziz, "Scientific Research Methods, Theoretical Origins and Application Skills", Cairo, Dar Al-Kitab Al-Hadith, 2012.
4. Sami Taya,"Media Research", Cairo, Dar Al-Nahda Al-Arabiya, 2001.
5. Muhammad Abdul Hamid, "Content Analysis in Media Research", Jeddah, Dar Al-Shorouk, 2nd Edition, 2009.
6. Shaima Zulfikar Zoughaib, "Research Methods and Statistical Uses in Media Studies", Cairo: Al-Dar Al-Masriah Al Lubnaniah, 2009.
7. Mahmoud Ahmed Darwish, “Research Methods in the Humanities”, Cairo: The Arab Nation Foundation for Publishing and Distribution, 1st Edition, 2018.
8. Asaad Atwan, Youssef Khalil Matar, "Scientific Research Methods", Lebanon: Scientific Books House, 2018.
9. Journal of Public Opinion Research, Journal of Public Opinion Research, Egyptian Journal of Media Research, Journal of Radio and Television Research (publications of the Faculty of Mass Communication, Cairo University).