



### توصيف مقرر دراسي

Program: All Programs. Academic level: fourth. Semester: First Semester – Second Semester	Course name: Media Research Methods Course Code: COM 203
Number of credits: Theoretical: (2) Practical: (1)	Specialization:

#### Targeted Learning Outcomes:

##### a. Information and concepts:

A / 1 Get to know the concept of scientific research and its most prominent features and characteristics. A/2 Describe the areas of media research, and current and future developments in the field of public relations and advertising. A/3 Mention the characteristics and types of samples. A/4 Recognize the uses of the survey method, its application, and the steps of conducting quantitative research. A/5 Mention the uses of content analysis. A/6 Recognize the methods and qualitative methods in media research. A/7 Mention the characteristics and characteristics of the scientific report of the research. A/8 Describe the steps for conducting scientific research in the field of basic research. A/9 Learn about applied research conducted by research companies and public relations and advertising agencies.

##### B. mental skills:

B\1 Compare between scientific thinking and ordinary thinking. B\2 Select the appropriate sample and size. B/3 Plans to conduct a research using different methods.

B/4 Differentiate between qualitative methods and techniques in media research and when they are used, by applying them to issues related to current events. B/5 Analyzes the survey sheet he is conducting, gets rid of the results and writes the report. B/6 analyzes the elements and steps of conducting scientific research in the field of media research with a focus on the field of public relations and advertising. B/7 concludes the appropriate methodological design for the research issue. B/8 differentiates between data collection tools while distinguishing the characteristics of different tools, quantitative and qualitative and their uses. B/9 Analyzes the elements of applied research conducted by public relations and research companies and deduces the stages of preparation and implementation. B/10 Analyzes the strengths and weaknesses of the survey method and the content analysis method.

c. Professional skills:

C/1 formulates a research problem. C / 2 prepares a research plan for one of the issues related to public relations or advertising. C/3 applies each type of media research. C/4 designs a survey form. C/5 formulates the objectives of the research and is able to develop the main questions for a research project. C/6 applies the survey method to a research issue he chooses and chooses the study population and sample. C/7 He is able to collect data about an imaginary organization in which he works and uses this to support the reputation of the organization and serve its interests. C/8 applies the elements and steps of the scientific research he studied to the applied research conducted by the public relations companies and agencies under study. C/9

Able to use databases to collect scientific studies related to a research topic or issue in the field of specialization.

Dr.. General skills:

D.1 The Internet is used to collect information. D\2 write a research report.

D/3 works in a team work. D/4 discusses the questionnaire newspaper that he designed. D/5 Uses the official websites of business organizations to collect information and use it in planning a research project. D/6 Provides a critical view of the applied studies conducted by public relations and research companies. D/7 works under pressure. D/8 It compares scientifically and methodically between the research curricula under study. D/9 compares the fields of basic research and applied research.

- Content:

4/1 The concept of scientific research, its steps and fields.

4/2 variables and levels of measurement.

4/3 Research design and theoretical interventions, traditional and digital media studies.

4/4 Social research methods (such as: survey, experimental, case study).

4/5 Tools and means for collecting quantitative data.

4/6 Means and methods of qualitative data collection.

4/7 mid-semester exam.

4/8 Study population, samples and types.

4/9 The survey method, questionnaire sheet, and sample presentation

4/10 Quantitative methods (content analysis, a model) – qualitative methods (discourse analysis, a model).

4/11 focus group discussions.

4/12 In-depth interviews and unstructured interviews.

4/13 applied models (eg: Edelman Annual Survey, Weber Shandwick Agency Research).

4/14 Writing a research report and schools of scientific writing.

4/15 end-of-semester exam.

Teaching and learning methods:

1– Lecture 2– Discussion 3– Presentations 4– Divide students into work teams 5– Practical field applications

• Evaluation and Evaluation System:

7 / A \ 1 mid-semester written test 7 \ A \ 2 tuition costs 7 \ A \ 3 Discussion and participation 7 \ A \ 4 Written test at the end of the semester.