



Course Specification

Program.: General Academic level: Fourth Semester: 1 st and 2 nd Semesters	Course Name: Communication Research Methods Course code: COM 203
Number of credits: Theoretical (2) – Practical (1)	Specialization: General

• **Intended Learning Outcomes:**

a. Information and concepts:

A\1 Recognize the concept of scientific research and its most prominent features and characteristics. A\2 Describe the fields of media research, and current and future developments in the field of media 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 a 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 of the scientific report for research. A/8 Describe the steps for conducting scientific research in the field of basic research. A/9 Recognize the applied research conducted by research companies.

B. Intellectual skills:

B\1 compares scientific thinking with ordinary thinking. B\2 chooses the appropriate sample and its size. B/3 Plans to conduct a research using different methods. B/4 Differentiates between qualitative methods and methods in media research and when they are used, by applying them to issues related to current events. B/5 Analyzes the survey newspaper he is conducting, extracts the results and writes the report. B/6 Analyzes the elements and steps of conducting scientific research in the field of media research b/7 Deduce 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./9 Analyzes the applied research elements conducted by research companies and deduces the stages of their preparation and implementation. B/10 Analyzes the strengths and weaknesses of the survey and content analysis method.

c. Professional and Practical skills:

C/1 formulates a research problem. C/2 prepares a research plan for one of the issues. C/3 applies each type of media research. C/4 designs a survey form. C/5 formulates research objectives and is able to develop key questions for a research project. C/6 applies the survey method to a research issue he chooses. He chooses the study population and sample. C/7 is able to collect data. C/8 applies the elements and steps of scientific research he studied to applied research conducted by companies. C/9 is able to use databases in collecting scientific studies related to a research topic or issue in the field of specialization.

D. General skills:

D.1 The Internet is used to collect information. D\2 write a research report. D\3 works in a collective work team. D/4 uses websites to gather information and use it in planning a research project. D\5 thinks critically about the applied studies conducted by research companies. D\6 works under pressure.

• **Course 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 of collecting quantitative data.
- 4/6 Means and methods of qualitative data collection.
- 4/7 mid-term 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 Final exam.

• **Teaching and learning methods:**

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

• **Student Assessment Methods:**

7 / A \ 1 mid-term written test 7 \ A \ 2 Assignments 7 \ A \ 3 Discussion and participation 7 \ A \ 4 Final Exam