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| **COURSE INFORMATON** | | | | | |
| **Course Title** | *Code* | *Semester* | *L+P Hour* | *Credits* | *ECTS* |
| Advanced Communication Research and Scirntific Ethics | MES 661 | 1 | 3 + 0 | 3 | 10 |

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| **Prerequisites** | - |

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| **Language of Instruction** | English |
| **Course Level** | Doctorate |
| **Course Type** | Compulsory |
| **Course Coordinator** |  |
| **Instructors** |  |
| **Assistants** |  |
| **Goals** | The primary goal of this class is to have students gain a more complete understanding of the research process which would allow them to critically analyze published research and/or be able to conduct independent research. The secondary goal is for students to gain an introductory understanding of measurement issues in research and assessment. |
| **Content** | This advanced research course will be focusing on the media-specific research methods by taking the structure of media and media's effects on society into consideration. The emphasis will be on the qualitative methods, scientific ethics and Interdisciplinary approach that is needed in the field of mass media research. |

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| **Learning Outcomes** | **Learning Outcomes** | **Teaching Methods** | **Assessment Methods** |
| 1) Identify various paradigms for conducting research | 1,2,12 | 1,2,3 | A,C |
| 2) Identify each of the steps involved in the development of a research project | 1,2,5,8 | 1,2,3 | A,C |
| 3) Write research questions and hypotheses | 3,5,10 | 1,2,3 | A,C |
| 4) Understand the ethical issues involved in working with human participants | 1,2,5,10 | 1,2,3 | A,C |
| 5) Identify and describe various types of quantitative research designs | 1,2,13 | 1,2,3 | A,C |
| 6) Identify and describe various types of qualitative research designs | 1,5,10 | 1,2,3 | A,C |
| 7) Discuss the issues involved in conducting real world research | 1,2,10,12 | 1,2,3 | A,C |
| 8) Discuss the impact of culture on various aspects of the research process | 1,2,10 | 1,2,3 | A,C |
| 9) Critically evaluate published research articles | 1,2,3 | 1,2,3 | A,C, |

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| **Teaching Methods:** | 1: Lecture, 2: Question-Answer, 3: Discussion, 9: Simulation, 12: Case Study |
| **Assessment Methods:** | A: Exam, B: Testing, C: Homework |

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| **COURSE CONTENT** | | |
| **Week** | **Topics** | **Study Materials** |
| 1 | An introduction to research |  |
| 2 | Human inquiry and research |  |
| 3 | Theory and social research |  |
| 4 | Ethics and politics of social research |  |
| 5 | Structuring of the inquiry |  |
| 6 | Research design |  |
| 7 | Operationalization and measurement |  |
| 8 | Indexes,scales and typologies |  |
| 9 | The logic of sampling |  |
| 10 | Modes of operation |  |
| 11 | Expriments |  |
| 12 | Survey research |  |
| 13 | Qualitative and quantitative field research |  |
| 14 | Unobstrisive research |  |
| 15 | Final Exam |  |

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| **RECOMMENDED SOURCES** | |
| **Textbook** | Earll Babbie. (2007) **The Practice of Social Research.** (11 th edition), Belmond,CAWadsworth Comp.  Uma Sekaran and Roger Bougie.(2010)**Research Methods For Business**.Wiley |
| **Additional Resources** | Trochjin, http://www.socialresearchmethods.net/kb/ |

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| **MATERIAL SHARING** | |
| **Documents** | Class notes |
| **Assignments** |  |
| **Exams** | Mid-term and Final Exams are classical written exams. |

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| **ASSESSMENT** | | |
| **IN-TERM STUDIES** | **NUMBER** | **PERCENTAGE** |
| Mid-terms | 1 | 30 |
| Assignment | 1 | 10 |
| Final Exam | 1 | 60 |
| **Total** |  | **100** |
| **CONTRIBUTION OF FINAL EXAMINATION TO OVERALL GRADE** |  | 60 |
| **CONTRIBUTION OF IN-TERM STUDIES TO OVERALL GRADE** |  | 40 |
| **Total** |  | **100** |

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| **COURSE CATEGORY** | Expertise/Field Courses |

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| **COURSE'S CONTRIBUTION TO PROGRAM** | | | | | | | |
| No | Program Learning Outcomes | Contribution | | | | | |
| 1 | 2 | 3 | 4 | 5 |  |
| 1 | To develop and enhance current and advanced knowledge in the field with original thought and/or research, and produce new definitions based on Master's degree qualifications. |  |  | **X** |  |  |  |
| 2 | To comprehend the interdisciplinary interaction that is related to the field; generate original solutions by using competent knowledge for analysis, synthesis and assessment of new and complex ideas. |  |  |  | **X** |  |  |
| 3 | To develop and lead new strategic approaches in order to solve unforeseen and complex issues in the field of media studies through integrative and creative elaboration. |  | **X** |  |  |  |  |
| 4 | To contribute to the science of media studies by acquiring advanced skills in research methodologies, developing new scientific methods and approaches, importing existing methods from other fields into media studies, investigating, comprehending, designing, adapting and implementing original topics. |  |  |  | **X** |  |  |
| 5 | To conduct independent research, and analyze scientific phenomenon from a broad, deep and critical perspective to attain a new synthesis and to make evaluation in the discipline of media studies. |  |  |  |  | **X** |  |
| 6 | To publish scientific articles in reputable peer-reviewed journals, and present papers in scientific conferences in the field of media studies and its sub-disciplines. |  | **X** |  |  |  |  |
| 7 | To develop effective communication skills for scientific presentations and defending original ideas by addressing to an expert audience. | **X** |  |  |  |  |  |
| 8 | To contribute to the information society by consistent follow up of social and cultural developments both professionally and academically; to analyse and evaluate media’s agenda setting dynamics and daily events via new media technologies, globalisation and media convergence. | **X** |  |  |  |  |  |
| 9 | To develop an innovative knowledge, method, design and/or practice or adapt an already known knowledge, method, design and/or practice to another field; to be able to examine, recognize, design, adapt and implement an original subject. |  |  |  | **X** |  |  |
| 10 | To possess functional interaction skills by use of strategic decision making processes in solving problems in the field. |  | **X** |  |  |  |  |
| 11 | To contribute to the solution finding process regarding social, scientific, cultural and ethical problems in the field, and support development of such values. | **X** |  |  |  |  |  |
| 12 | To describe, question, and categorise the political, economical and social components of the process of media monopolisation. | **X** |  |  |  |  |  |
| 13 | To discuss media in local, national and global networks and their sectoral effects in relation to civil society and politics. | **X** |  |  |  |  |  |
| 14 | To assess and review media with regards to ethical principles and legal regulations. | **X** |  |  |  |  |  |
| 15 | To have and discuss advanced written, oral and visual communication in a foreign language (“European Language Portfolio Global Scale”, Level C1). |  |  |  | **X** |  |  |

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| **ECTS ALLOCATED BASED ON STUDENT WORKLOAD BY THE COURSE DESCRIPTION** | | | |
| Activities | Quantity | Duration (Hour) | Total Workload (Hour) |
| Course Duration (Including the exam week: 15x Total course hours) | 15 | 3 | 45 |
| Hours for off-the-classroom study (Pre-study, practice) | 15 | 6 | 90 |
| Assignments and presentations | 6 | 15 | 90 |
| Final paper | 1 | 25 | 25 |
| **Total Work Load** |  |  | 250 |
| **Total Work Load / 25 (h)** |  |  | 10 |
| **ECTS Credit of the Course** |  |  | 10 |