

DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS

| Course Details | | | | | |
|---------------------------------------|---|----------------------|---------------------|-----------------|-------------|
| Code | | Academic Year | | Semester | |
| ICMR106 | | 2021-2022 | | 2 | |
| Title | | T | A | L | ECTS |
| Research Project | | 2 | 0 | 0 | 5 |
| Language | English | | | | |
| Level | Graduate | x | Postgraduate | | |
| Department / Program | International Communication and Media Research | | | | |
| Forms of Teaching and Learning | Face-to-Face (60%), Distance Learning (40%) | | | | |
| Course Type | Compulsory | x | Elective | | |
| Objectives | For a complete preparation for the master thesis and subsequent career, students are ought to acquire knowledge in both theoretical as well as practical communication science. This course requires an autonomous run of a full research process in order to gather elementary skills in scientific practice. After attending the course, students will be able to describe and systematically evaluate theories and empirical studies, develop standardized methodological steps to answer the research question, and independently conduct a theoretically grounded empirical study. | | | | |
| Content | In the seminar, the research process is presented and worked through using an innovation-related project in international communication research as an example. Students will gain a comprehensive overview of the state of research in the fields of government communication, health crisis communication, and media coverage on governmental crisis communication. They will apply quantitative techniques of empirical communication research, in terms of developing, planning, carrying out and documenting a complete research project at the level of common international standards. | | | | |
| Prerequisites | – | | | | |
| Coordinator | – | | | | |
| Lecturer(s) | Prof. Dr. Martin Löffelholz, Yi Xu (M.A.) | | | | |
| Assistant(s) | Büşra Sarıkaya (M.A.) | | | | |
| Work Placement | – | | | | |
| Recommended or Required Reading | | | | | |
| Books / Lecture Notes | <p>Allen, M., Titsworth, S., & Hunt, Stephen K. (2009). Quantitative research in communication. Thousand Oaks, CA: Sage Publications.</p> <p>Baxter, L. A., & Babbie, E. (2004). The basics of communication research. Belmont, CA: Wadsworth & Thomson Learning.</p> <p>Josephson, S., Kelly, J., & Smith, K. (Eds.). (2020). Handbook of visual communication: Theory, methods, and media. Routledge.</p> <p>King, N., Horrocks, C., & Brooks, J. (2019). Interviews in qualitative research. Thousand Oaks, CA: Sage Publications.</p> | | | | |

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| | <p>Krippendorff, K. (2018). Content analysis: An introduction to its methodology. Thousand Oaks, CA: Sage Publications.</p> <p>Pauwels, L., & Mannay, D. (Eds.). (2019). The SAGE handbook of visual research methods. Sage.</p> <p>Tashakkori, A., & Charles T. (2010). Handbook of mixed methods in social & behavioral research. Thousand Oaks, CA: Sage Publications.</p> <p>Veneti, A., Jackson, D., & Lilleker, D. G. (Eds.). (2019). Visual political communication. Switzerland: Palgrave Macmillan.</p> | | |
| Other Sources | – | | |
| Additional Course Material | | | |
| Documents | PPT-Presentations | | |
| Assignments | – | | |
| Exams | – | | |
| Course Composition | | | |
| Social Sciences | | | 100% |
| Natural Sciences | | | % |
| Engineering Sciences | | | % |
| Expert Knowledge | | | % |
| Assessment | | | |
| Activity | Count | | Percentage (%) |
| Midterm Exam | | | |
| Quiz | | | |
| Assignments | 4 | | 20 |
| Attendance | 14 | | 10 |
| Final presentation | 1 | | 30 |
| Projects (term paper) | 1 | | 40 |
| Final Exam | | | |
| | | Total | 100 |
| ECTS Points and Work Load | | | |
| Activity | Count | Duration | Work Load (Hours) |
| Lectures | 14 | 2 | 28 |
| Self-Study | 14 | 2 | 28 |
| Assignments | 4 | 19 | 19 |
| Presentation / Seminar Preparation | 1 | 19 | 19 |
| Midterm Exam | | | |
| Recitations | | | |
| Laboratory | | | |

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| Projects | 1 | 56 | 56 |
| Final Exam | | | |
| Total Work Load | | | 150 |
| ECTS Points (Total Work Load / 30) | | | 5 |

Learning Outcomes

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| 1 | Getting to know how academic studies are conducted in research projects; |
| 2 | Gaining a comprehensive overview of the state of research in the fields of government communication, health crisis communication, and media coverage on governmental crisis communication; |
| 3 | Getting knowledge about different methods to scientifically examine communicators and media contents and to test them in the context of an empirical study; |
| 4 | Developing, conducting and evaluating a theoretically grounded empirical study. |
| 5 | |
| 6 | |
| 7 | |

Weekly Content

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| 1 | Introduction, course schedule, and requirements |
| 2 | The process of empirical research |
| 3 | The process of empirical research |
| 4 | Literature search and literature review |
| 5 | Handling theories |
| 6 | Introduction to content analysis |
| 7 | Literature search and literature review (theoretical part) |
| 8 | Literature review (methodological part) |
| 9 | Research design and operationalization |
| 10 | Development of codebook |
| 11 | Development of codebook |
| 12 | Sampling, reliability test, pretest |
| 13 | Sampling, reliability test, pretest |
| 14 | Final presentation |

Contribution of Learning Outcomes to Program Objectives (1-5)

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|--|----|----|----|----|----|----|
| | P1 | P2 | P3 | P4 | P5 | P6 |
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| Contribution Level | 1: Low 2: Low-intermediate 3: Intermediate 4: High 5: Very High | | | | | |
| https://obs.tau.edu.tr/oibs/bologna/progProfile.aspx?lang=en&curSunit=6028 | | | | | | |
| Compiled by: | Prof. Dr. Martin Löffelholz, Yi Xu (M.A.) | | | | | |
| Date of Compilation: | | | | | | |