

DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS

Course Details					
Code				Academic Year	Semester
ICMR103				2023-2024	1
Title	T	A	L	ECTS	
Methods of Communication Research	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	The aim of the course is to convey central methods of communication research as well as problem awareness with regard to their appropriate application.				
Content	After a short propaedeutic course, the course provides an overview of the objects, epistemological and scientific theoretical foundations of communication research. It offers basic knowledge of qualitative and quantitative research methods and their theoretical foundation. Individual methods are presented and evaluated using the quality criteria of qualitative and quantitative research. Qualitative and quantitative variants of some methods, such as content analysis and surveys, are presented and compared with each other. In addition, the concept of method triangulation in empirical research designs is exemplified and subjected to critical examination.				
Prerequisites	–				
Coordinator	Assoc. Prof. Dr. Robin Kurilla				
Lecturer(s)	Assoc. Prof. Dr. Robin Kurilla				
Assistant(s)	RA H. Zeynep Gürbener Şahin				
Work Placement	–				
Recommended or Required Reading					
Books / Lecture Notes	Popper, K. (2002). The Logic of Scientific Discovery. New York, NY: Routledge. A detailed catalogue of relevant literature will be provided in the first session.				
Other Sources	–				

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Additional Course Material			
Documents	PPT-Slides, literature sources		
Assignments	–		
Exams	–		
Course Composition			
Social Sciences			100%
Natural Sciences			%
Engineering Sciences			%
Expert Knowledge			%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam	1		40
Quiz	-		-
Assignments	-		-
Attendance	-		-
Recitations	-		-
Projects	-		-
Final Exam	1		60
		Total	100
ECTS Points and Work Load			
Activity	Count	Duration	Work Load (Hours)
Lectures	15	2	30
Self-Study	15	7	105
Assignments			
Presentation / Seminar Preparation			
Midterm Exam	1		5

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Recitations			
Laboratory			
Projects	1		10
Final Exam			
Total Work Load			150
ECTS Points (Total Work Load / 30)			5

Learning Outcomes

1	Students know the advantages and limitations of qualitative and quantitative methods as well as their epistemological and scientific-theoretical foundations.
2	Students know how individual methods can be applied and triangulated with each other in a way that is appropriate to the subject matter and orientated towards specific research questions.
3	Students are able to evaluate and critically examine research results according to international standards with regard to the methods used.

Weekly Content

1	Introduction to the topic
2	Logical propaedeutics
3	Objects of communication research
4	The logic of research
5	Quality criteria of quantitative and qualitative research
6	The survey
7	The experiment
8	Intermediate examination
9	The content analysis
10	Participant observation and dense description
11	Discourse analysis

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12	Ethnomethodological conversation analysis
13	Multimodal interaction analysis
14	Method triangulation in empirical research designs
15	Final discussion

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

	P1	P2	P3	P4	P5	P6
1	5	5	5	5	4	5
2	5	5	5	5	4	5
3	5	5	5	5	4	5

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:	Assoc. Prof. Dr. Robin Kurilla
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