

DEPARTMENT OF "International Communication and Media Research"
COURSE SYLLABUS

Course Details					
Code		Academic Year		Semester	
ICMR108		2021-2022		2	
Title		T	A	L	ECTS
Comparative 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	In the international research field of communication science, a comparative approach and understanding of the profession is elementary. In order to be fully prepared for a profession either in research or in economics, students need knowledge and experience in the differences of the field that originate from the given circumstances of the nation and its structures.				
Content	This seminar focuses on comparative approaches and methodologies with regard to media systems, media markets, media cultures / intercultural, media policy and regulation, media use and reception, effects of political communication and gender / diversity and communication.				
Prerequisites	–				
Coordinator	–				
Lecturer(s)	Pauline Gidget Estella (M.A)				
Assistant(s)					
Work Placement	–				
Recommended or Required Reading					
Books / Lecture Notes	Esser, F. & Hanitzsch, T. (2012). The Handbook of Comparative Communication Research. Routledge. Hallin, D. C., & Mancini, P. (2004). Comparing media systems: Three models of media and politics. Communication, society and politics. Cambridge: Cambridge Univ. Press. Hallin, D. C., & Mancini, P. (Eds.). (2012). Comparing media systems beyond the Western world. Communication, society and politics. Cambridge: Cambridge University Press. Richter & Kozman (2021). Arab Media Systems. Open Book Publishers.				
Other Sources	European Journalism Centre (EJC). Media Landscapes. https://medialandscapes.org/ Reuters Institute. Digital News Report. Oxford. https://reutersinstitute.politics.ox.ac.uk/digital-news-report/2021 Brüggemann, M., Engesser, S., Büchel, F., Humprecht, E., & Castro, L. 2014. Hallin and Mancini Revisited: Four Empirical Types of Western Media Systems. Journal of Communication, 64(6), 1037–1065. doi.org/10.1111/jcom.12127				

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	Tianru, G. (2019). Comparative political communication research in the digital epoch: A typology of national communication spaces. The Information Society. 36. 1-12. 10.1080/01972243.2019.1703866.		
Additional Course Material			
Documents	–		
Assignments	–		
Exams	–		
Course Composition			
Social Sciences			100%
Natural Sciences			%
Engineering Sciences			%
Expert Knowledge			%
Assessment			
Activity	Count		Percentage (%)
Midterm Exam			
Quiz			
Assignments			
Attendance	14		10
Recitations	1		30
Projects	1		60
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			
Presentation / Seminar Preparation	1	32	32
Midterm Exam			
Recitations			
Laboratory			
Projects	1	62	62
Final Exam			
	Total Work Load		150
	ECTS Points (Total Work Load / 30)		5

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Learning Outcomes

1	Participants will have the capacity to analyse and evaluate research work on the field of Comparative Communication Research (CCR).
2	Students will get insights into central research areas of CCR as well as into specific disciplinary developments.
3	Students adopt selected methodologies and exercise them on cases.
4	Students are able to apply the knowledge gained from this seminar in their Master Thesis and consecutive research or professional arenas.

Weekly Content

1	System Theory and Media Systems
2	Media Markets
3	Global/Inter / Transculture
4	Comparing Media Culture
5	Comparing media policy and regulation
6	Comparing media use and reception
7	Comparing journalism cultures
8	Comparing news on foreign and international affairs
9	Comparing media effects
10	Challenges of comparative research I
11	Challenges of comparative research II – Culture sensitive approaches
12	Comparative research design
13	Comparative content analysis
14	Wrap-up: What to learn for future comparative analysis?

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

	P1	P2	P3	P4	P5	P6
1	4	5	5	5	5	4
2	4	3	4	3	5	4
3	4	5	4	5	4	5
4	4	5	5	5	5	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: Pauline Gidget Estella

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