

Mass Media Research Methods
 MC 321 (2559)
 Fall 2010
 Class meets: Wed, 10:50 a.m. and 12:45 p.m.
 Room 321, main building

Instructor: Gulnura Toralieva, M.A.
 Credit value 3

This course introduces to students the standard research methods and procedures in mass communication studies. It is a prerequisite for the Senior Thesis course and has three components:

1. Why are mass communication research methods important to a practicing communications professional and to professionals in related fields?
2. What is a good mass communication research question and how can one best devise a method and procedures to answer it? How to choose a project, choose an appropriate method and set of procedures and develop a proposal. How to create a good “research literature” review.
3. The results! How to gather data, analyze it in light of a question and come to a conclusion. How mass/communication(s) research can help one’s practice as a communications professional.

- A : 90-100 %
- A-: 80-89 %
- B+: 75-79 %
- B : 70-74 %
- B-: 65-69 %
- C+: 60-64 %
- C : 55-59 %
- C-: 50-54 %
- D+: 45-49 %
- D-: 40-44 %
- F: 0-43 %

Date	Topic
Week 1	Introduction. Why should we learn about research? The development of Mass Media Research.
Week 2	No class
Week 3	Research question. Problem statement. Assignment #1 outline (research proposal)
Week 4	Elements of research
Week 5	Quantitative and Qualitative research methods
Week 6	Literature review
Week 7	Literature review
Week 8	Content analysis. Assignment #2 outline (problem statement)

Week 9	Research in the Print media
Week 10	Research in the Electronic media
Week 11	Research in Advertising and Public Relations
Week 12	Feedback on problem statement. Final research project outline
Week 13	Data collection
Week 14	Data collection
Week 15	Individual tutorials on final research project
Week 16	Submitting of final project

Assignments:

Research proposal – 20%
Problem Statement – 30 %
Final project – 50%