

Research Methods for Mass Media - opis przedmiotu

Informacje ogólne	
Nazwa przedmiotu	Research Methods for Mass Media
Kod przedmiotu	14.2-WP-SOCDA-MMMB
Wydział	Wydział Nauk Społecznych
Kierunek	Sociology
Profil	ogólnoakademicki
Rodzaj studiów	drugiego stopnia z tyt. magistra
Semestr rozpoczęcia	semestr zimowy 2018/2019

Informacje o przedmiocie	
Semestr	4
Liczba punktów ECTS do zdobycia	3
Typ przedmiotu	obowiązkowy
Język nauczania	angielski
Sylabus opracował	dr hab. Dorota Szaban, prof. UZ

Formy zajęć					
Forma zajęć	Liczba godzin w semestrze (stacjonarne)	Liczba godzin w tygodniu (stacjonarne)	Liczba godzin w semestrze (niestacjonarne)	Liczba godzin w tygodniu (niestacjonarne)	Forma zaliczenia
Ćwiczenia	30	2	-	-	Zaliczenie na ocenę

Cel przedmiotu

The aim of the course is to familiarize students with traditional and modern mass media research, their specificity and application possibilities.

Wymagania wstępne

-

Zakres tematyczny

Research institutions market in Poland.

Traditional and modern media - research methods overview, introduction.

Press, radio, television, the Internet as an object of study.

Basic stages and elements of the research process.

Analysis of media content.

Content of the traditional and modern media as the source database for cognition of reality.

Electronic media studies.

Surveys.

Metody kształcenia

Working with text, group work, brainstorming, discussion group.

Efekty uczenia się i metody weryfikacji osiągnięcia efektów uczenia się

Opis efektu	Symbole efektów	Metody weryfikacji	Forma zajęć
Student has in-depth knowledge on selected methods and techniques of media research, their specifics, limitations and areas of application.	K_W09	- projekt - presentation	Ćwiczenia
Student understands a reflective and critical approach to results of media research, analysis and research procedures.	K_W10	- projekt - presentation	Ćwiczenia
Student is able to make a critical analysis of social phenomena and processes, in this case resulting from the activities and reality creation of media.	K_U02	- projekt - presentation	Ćwiczenia
Student is able to plan and carry out a media study using advanced quantitative and qualitative methods and techniques of sociological research.	K_U06	- projekt - presentation	Ćwiczenia
The student is able to initiate, plan, organize and manage the work of a small task team	K_K01	projekt	Ćwiczenia

Warunki zaliczenia

FORM OF ASSESSMENT OF CLASSES	REMARKS
Grade	Yes
Preparing the project in writing and presentation during classes.	Media research project for a selected topic Compliance with the topic, correct work structure, language, reliability, independence of the work, appropriate selection of the literature of the subject. The correct presentation method, the ability to answer questions about the presented material.
Criteria for grade assessment for classes.	The grade from the exercises is the average of the grades from the project and its presentation

The final grade* is the grade of the classes

Literatura podstawowa

Wimmer R. D., Dominick J. R. (2006), Mass Media Research: An Introduction (10th Edition), Wadsworth, Cengage Learning: Boston MA.

Berger A. A. (1995), Essentials of Mass Communication Theory, Thousands Oaks: Sage Publications.

Karlsson M.B. (2016), Goodbye politics, hello lifestyle. Changing news topics in tabloid, quality and local newspaper websites in the U.K. and Sweden from 2002 to 2012 [in:] Observatorio Journal, vol. 10 – No.4 (2016), 150-165.

Newton K. (1999), Mass Media Effects: Mobilization or Media Malaise?, [in:] British Journal of Political Sciences, vol. 29, No. 4 (577-599).

Jakubowicz K. (2008), „Poli-tabloidization” and the Media in Central and Eastern Europe, [in:] Global Media Journal—Polish Edition No 1 (4), 2008.

Literatura uzupełniająca

Zielińska M., Szaban D. (2016), On the way to post-materialism? Polish and Ukrainian students in terms of cultural change, [in:] Youth In Central and Eastern Europe. Sociological Studies, 2 (6), p. 135–151.

[Crotty M. J.](#) (1998), The Foundations of Social Research: Meaning and Perspective in the Research Process 1st Edition

Uwagi

Zmodyfikowane przez dr Dorota Bazuń (ostatnia modyfikacja: 02-05-2018 18:00)

Wygenerowano automatycznie z systemu SylabUZ