Appendix No. 1.5 to the Resolution No. 7/2023
of the Rector of the University of Rzeszów

SYLLABUS

REGARDING THE QUALIFICATION CYCLE FROM 2024 TO 2027
ACADEMIC YEAR 2024/2025

1. BASIC COURSE/MODULE INFORMATION

Course/Module title	Methods of Media Research
Course/Module code *	K3
Faculty (name of the unit offering the field of study)	College of Humanities
Name of the unit running the course	Institute of Modern Languages
Field of study	Media, Visual and Social Communication
Qualification level	Bachelor's degree
Profile	general academic
Study mode	full-time
Year and semester of studies	Year 1, semester 2
Course type	major
Language of instruction	English
Coordinator	dr Jarosław Kinal
Course instructor	dr Jarosław Kinal Tara Seekins, MA, Med., JD

* - as agreed at the faculty

1.1. Learning format – number of hours and ECTS credits

Semester (no.)	Lectures	Classes	Laboratories	Seminars	Practical classes	Internships	others	**ECTS credits**
2	15							1

1.2. Course delivery methods
- conducted in a traditional way

1.3. Course/Module assessment (exam, pass with a grade, pass without a grade)
- pass without a grade

2. PREREQUISITES

Ability to analyse scientific sources correctly, basic knowledge of scientific methodology

3. OBJECTIVES, LEARNING OUTCOMES, COURSE CONTENT, AND INSTRUCTIONAL METHODS

3.1. Course/Module objectives

O1	To familiarise the student with the methodology of media studies
O2	To familiarise the student with media studies methods
O3	Developing the ability to analyse sources

3.2. COURSE/MODULE LEARNING OUTCOMES (TO BE COMPLETED BY THE COORDINATOR)

Learning Outcome	The description of the learning outcome defined for the course/module	Relation to the degree programme outcomes
LO_01	The student has knowledge of the methodology and methods of media studies to a degree that enables its practical application	K_W03
LO_02	Students will be able to use, analyse and process in a practical manner empirical data necessary in the process of creating a scientific work	K_U01
LO_03	Students are able to present their research ideas in an open manner and are open to discussing them	K_K02

3.3. Course content (to be completed by the coordinator)

A. Lectures

Content outline
Methodology versus research method in social communication sciences and media
Elements of the research process in media studies
Overview of research methods, techniques and tools used in social communication sciences and media
Test space and test frame
Research problem, research questions, variables and indicators, hypotheses and methods for their verification
Design of surveys
Design of analytical studies

B. Classes, laboratories, seminars, practical classes

Content outline

3.4. Methods of Instruction

e.g. **PROBLEM-BASED LECTURE, LECTURE WITH MULTIMEDIA PRESENTATION**
Lecture: a problem-solving lecture/a lecture supported by a multimedia presentation/ distance learning
Classes: text analysis and discussion/project work (research project, implementation project, practical project)/ group work (problem solving, case study, discussion)/didactic games/ distance learning
Laboratory classes: designing and conducting experiments

Text analysis and discussion/project work (research project, implementation project, practical project)
Group work (problem solving, case study, discussion)
Didactic games

4. Assessment techniques and criteria

4.1 Methods of evaluating learning outcomes

Learning outcome	Methods of assessment of learning outcomes (e.g. test, oral exam, written exam, project, report, observation during classes)	Learning format (lectures, classes,...)
LO-01	PRACTICAL PROJECT	L
LO-02	PRACTICAL PROJECT	L
LO-03	OBSERVATION DURING CLASSES	L

4.2 Course assessment criteria

A prerequisite for passing the course is the preparation of a draft of the methodological part of the Bachelor's thesis together with a description of the selected research method and the preparation of the research tool.

5. Total student workload needed to achieve the intended learning outcomes – number of hours and ECTS credits

Activity	Number of hours
Course hours	15
Other contact hours involving the teacher (consultation hours, examinations)	5
Non-contact hours - student's own work (preparation for classes or examinations, projects, etc.)	5
Total number of hours	25
Total number of ECTS credits	1

* one ECTS point corresponds to 25-30 hours of total student workload

6. Internships related to the course/module

Number of hours	-
Internship regulations and procedures	-

7. Instructional materials

Compulsory literature: Jensen, K. B., & Jankowski, N. W. (Eds.). (2022). A Handbook of Qualitative Methodologies for Mass Communication Research. Routledge. Silverman, D. (2021). Interpreting Qualitative Data. Sage Publications. Krippendorff, K. (2018). Content Analysis: An Introduction to Its Methodology (4th ed.). Sage Publications. Bryman, A. (2016). Social Research Methods (5th ed.). Oxford University Press.
Complementary literature: Berger, A. A. (2020). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (5th ed.). SAGE Publications, Inc. Sloan, L., & Quan-Haase, A. (Eds.). (2017). The SAGE Handbook of Social Media Research Methods. SAGE Publications Ltd.

Approved by the Head of the Department or an authorised person