



TITLE OF THE COURSE:	Media Analysis: Strategies and Methods
Course code:	KOM5041
Course group:	C
Faculty:	Faculty of Political Science and Diplomacy
Study program:	Journalism and Media Industries
Level:	Master's
Semester:	Autumn
ECTS credits:	6
Language of instruction	English
Course lecturer/s:	Prof. Kristina Juraitė, prof. Natalija Mažeikienė
Short course description:	The course provides with an overview of the principals of research design and methodology used in media and communication analysis. The overall goal is to empower students to apply empirical data collection strategies and procedures, including both qualitative and quantitative research methods in the field of media audience, production, organization and technology research. Students will be able to practically assess gained knowledge while developing a research project on a chosen topic.
Course content:	Research strategies and methods in communication and media research. Audience research: Qualitative approach. Media ethnography. Action research. Interview techniques. In-depth interviews. Focus group interviews. Audience research: Quantitative approach. Survey research. Sampling designs. Questionnaire construction. Comparative research. Media production research: Strategies and tactics for analyzing media texts. Document analysis. Discourse analysis. Qualitative and quantitative content analysis. Grounded theory. Semiotic and structural analysis. Organizational research: Case study, media ethnography and action research. New technologies research. Writing research report and making oral presentations of research results.
Grading and evaluating student work in class and/or at the final exam:	20% of the final grade is for midterm exam, 30% - for three research assignments (10% for each), 50% - final exam.
Required reading and additional study material	<ol style="list-style-type: none"> 1. Bens, E. et als. (2005). <i>Communication Theory and Research: An ECJ Anthology</i>. Sage. 2. Creswell J. (2014). <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches</i>. Sage. 3. Jensen, K. (2011). <i>The Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies</i>. Routledge. 4. Keyton, J. (2006). <i>Communication Research: Asking Questions</i>.



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	<p><i>Finding Answers</i>. McGraw-Hill.</p> <p>5. Renckstorf, K. (2004). <i>Action Theory and Communication Research: Recent Developments in Europe</i>. De Gruyter.</p> <p>6. Titscher, St. et als. (eds.).(2002). <i>Methods of Text and Discourse Analysis</i>. Sage.</p>
Additional information (if applicable)	-