

COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to
KOM5042	C	6	2020/2021	2022/2023

Course type (compulsory or optional)	Compulsory
Course level (study cycle)	Post-graduate
Semester the course is delivered	Spring Semester
Face-to-face, distance or blended studies	Mixed mode (blended studies: lecture and workshop sessions combined with distance learning and self-study options)

Course title in Lithuanian

Žurnalistikos/medijų tyrimai bei analitika

Course title in English

Research and Analytics in Journalism and Media

Short course annotation in Lithuanian (up to 500 characters)

Studijų metu apžvelgiami naujausios žurnalistikos ir žiniasklaidos analizės metodologinės ir empirinės priemonės ir metodai, ypatingas dėmesys skiriamas teorinių-metodologinių žinių ir tyrimo metodų derinimui. Šio kurso tikslas yra lavinti mokslinių tyrimų įgūdžius ir pritaikyti juos įvairiose žiniasklaidos, žurnalistikos ir komunikacijos situacijose. Studentai rengia mokslinių tyrimų portfolio ir aktyviai dalyvauja tyrimo projekto rengime. Dalyko metu numatomi tokie studijų metodai, kaip: akademiinių tyrimų planavimas, projektų rengimas, tarpusavio vertinimas, pranešimų pristatymas ir kt.

Short course annotation in English (up to 500 characters)

The course provides up to date methodological and empirical approaches and techniques in journalism and media analysis with particular focus on the relationship between theory, methodologies and methods. The aim of the course is to develop research skills and apply these in different media, journalism and communication contexts. Students will work on their research portfolio and research project design. This class will also involve synthesizing academic research, writing papers, peer-reviewing and giving presentations, both formal and informal on your project work.

Prerequisites for entering the course

Bachelor diploma, English language B2 level. KOM5042 Democracy and Media Policy in a Changing Communications Ecosystem.

Course aim

The main aim of the course is to develop students' research competencies, methodological and analytical skills to apply these in different media, journalism and communication contexts.

Links among study program outcomes, course outcomes, content, study and assessment methods

Program outcomes	Course outcomes	Content (topics)	Study methods	Assessment methods

<p>2. Analytical and research-based competences: 2.1. To identify significant research questions in the field of journalism, media and communications, to initiate and manage scientific and applied research.</p>	<p>Students gain knowledge and understanding of the role of research in analyzing contemporary developments within journalism and emerging media and communications research.</p>	<p>The topics addressed cover a range of issues in journalism and media research and include the following:</p> <ul style="list-style-type: none"> • The subject matter of journalism studies and research. • Understanding research. Reading and interpreting research reports/articles. • Understanding research process. The role of theory. Literature review. • Different research strategies and approaches. Qualitative and quantitative research. • Planning a research design. • Ethical positions and research quality implications in doing research. • Understanding the functions of the method. Choosing a relevant research method. 	<p>In-class and online lectures, discussions, research assignments and self-study sessions.</p>	<p>Research portfolio assignments, reflections, in-class presentations.</p>
	<p>Students gain critical awareness and understanding of journalism and media research methodologies and strategies to apply these to the analysis of specific research questions on changing media functions and journalism performance in contemporary societies.</p>		<p>In-class and online lectures, discussions, research assignments and self-study sessions.</p>	<p>Research portfolio assignments, reflections, in-class presentations.</p>
<p>2.2. To apply qualitative, quantitative and mixed research methodology and empirical data collection techniques in media, journalism and communications research.</p>	<p>Students gain empirical knowledge and analytical skills to analyze media texts and audiences, technologies and industries, also to apply qualitative and quantitative research techniques.</p>	<ul style="list-style-type: none"> • Qualitative and quantitative research methods. • Content analysis. Discourse analysis. • Planning a survey research. Questionnaire construction. 	<p>In-class and online lectures, workshops, research assignments and self-study sessions.</p>	<p>Research portfolio assignments, in-class presentations, peer-evaluation, project development.</p>
<p>2.3. To critically reflect on the research process and outcomes; to draw research-based conclusions and decisions.</p>	<p>Students develop research ethics standards and skills, and are able to reflect on the quality of the research process and outcomes.</p>	<ul style="list-style-type: none"> • Interview techniques: in-depth interviews and focus groups. • Data sampling techniques for qualitative and quantitative research. • Analyzing data in qualitative research. 	<p>In-class and online lectures, workshops, research assignments and self-study sessions.</p>	<p>Research portfolio assignments, in-class presentations, peer-evaluation, project development and report.</p>
<p>5. Personal skills: 5.1. To demonstrate critical and</p>	<p>Students develop their research competences and analytical skills,</p>	<ul style="list-style-type: none"> • Analyzing data and 	<p>In-class and online lectures,</p>	<p>Research portfolio assignments, in-</p>

analytical thinking skills, news and media literacy competences.	including design- and critical-thinking, news and media literacy.	presenting it for quantitative research. • Presenting research design in written and in oral.	discussions, workshops, research assignments and self-study sessions.	class presentations, peer-evaluation, project development and report.
5.2. To apply creative writing, storytelling, innovative thinking, project management, team-building and life-long learning skills.	Students develop their skills in research project management and communication of evidence-based findings in personal and professional settings.		In-class and online lectures, discussions, workshops, research assignments and self-study sessions.	Research portfolio assignments, in-class presentations, peer-evaluation, project development and report.

Criteria of learning achievement evaluation

Completing analytical and research-based assignments (reflections, research portfolio), peer-evaluation and research project planning (developing a research design and producing a research report).

Distribution of workload for students (contact and individual work hours)

Study forms	Hours in face-to-face studies	Hours in online (remote) studies
Lectures	15	15
Seminars	15	0
Laboratory work	0	0
Practical assignments	0	15
Consultations	0	10
Individual student work	0	90
Total:	160	

Structure of cumulative score and value of its constituent parts

Midterm exam - 20% of the final grade, research portfolio - 30% , final exam - 50%.

Recommended reference materials

No	Publication year	Authors and title of publication (e-source)	Number of copies in University libraries or link to e-source
<i>Basic materials</i>			
1.	2014	Creswell, J. <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches</i> . Sage.	Journal articles and electronic books, publications are accessible through online data base services (Sage, Taylor & Francis, Cambridge online, etc.) subscribed by the Vytautas Magnus University libraries; books and book chapters or specified materials (research studies and project reports) identified in the readings list are available in VMU library and reading rooms, and in the Department's teachers offices.
2.	2015	Croucher, S., Cronn-Mills, D. <i>Understanding Communication Research Methods: A Theoretical and Practical Approach</i> . Routledge.	
3.	2020	Wahl-Jorgensen, K, & Hanitzsch, T. <i>The Handbook of Journalism Studies</i> . Routledge.	
4.	2011	Jensen, K. <i>The Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies</i> . Routledge.	
5.	2015	Jones, R., Chik, A., Hafner, C. <i>Discourse and Digital Practices: Doing Discourse Analysis in the Digital Age</i> . Routledge.	
6.	2008	Löffelholz, M., Weaver, D. <i>Global Journalism Research: Theories, Methods, Findings, Future</i> . Blackwell.	
7.	2017	Sloan, L., Quan-Haase, A. <i>The SAGE Handbook of Social Media Research Methods</i> . Sage.	
<i>Supplementary materials</i>			

An extensive list of additional readings and independent study support materials is provided in the designated course area on Moodle platform.

Course description designed by

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