

COM8006: QUALITATIVE RESEARCH METHODS IN MEDIA AND COMMUNICATION

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Qualitative Research Methods in Media and Communication

Subject Code

COM - Media and Communication

Course Number

8006

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

R8 - Research Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to: introduce students to the logic, design, and pitfalls of qualitative research methods used in media and communication studies-including but not limited to in-depth interviews, ethnographic field study, participant observation, case study, historical analysis, discourse analysis, and focused group discussion.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Analyze the logic, design, and pitfalls of qualitative research in media and communication	20	x	x	
2	Apply the general principles of qualitative analysis to evaluate major works in media and communication	20		x	x
3	Relate major techniques of qualitative analysis to a research topic of interest.	20		x	x
4	Conduct a study by using qualitative methods, to discover new knowledge in the relevant domain through innovative domain	40	x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Lectures and discussion on the principles and fundamentals of qualitative research in media and communication	1	1
2	Analysis	Analyze major works of qualitative research in the field	2	1
3	Paper	Develop a research proposal/paper in qualitative research	3	0.5
4	Presentation	Present the research proposal/paper in a professional manner	4	0.5

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	1 review essay (10 pages) analyzing selected major works in qualitative media/communication research	2	25	
2	1 full-length research proposal or paper (15-20 pages) applying appropriate qualitative research methods	3, 4	40	
3	Present the research proposal/paper	3, 4	10	

Continuous Assessment (%)

75

Examination (%)

25

Examination Duration (Hours)

2

Additional Information for ATs

Examination: 1 final exam (2 hours) on the principles and fundamentals of qualitative research in media and communication

Assessment Rubrics (AR)**Assessment Task**

Essay (10 pages) analyzing selected major works in qualitative media/communication research (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to analyse how one or a combination of methods are suited to a particular area of qualitative media/communication research and assess how the methods are applied in weaving together the theory and the data in selected major works.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Research proposal or paper (15-20 pages) (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

The ability to design a research project with good research questions and appropriate qualitative research methods.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Present the research proposal/paper (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

The ability to organize and articulate one's ideas in a paper/proposal in public in a cogent matter.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Final exam (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to analyse how different qualitative methods are suited to different areas of qualitative media/communication research and assess how the methods are applied in weaving together the theory and the data in selected major works.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Essay (10 pages) analyzing selected major works in qualitative media/communication research (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to analyse how one or a combination of methods are suited to a particular area of qualitative media/communication research and assess how the methods are applied in weaving together the theory and the data in selected major works.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Research proposal or paper (15-20 pages) (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

The ability to design a research project with good research questions and appropriate qualitative research methods.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

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(B-, C+, C) Basic

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Assessment Task

Present the research proposal/paper (for students admitted from Semester A 2022/23 to Summer Term 2024)

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The ability to organize and articulate one's ideas in a paper/proposal in public in a cogent matter.

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(B-, C+, C) Basic

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Assessment Task

Final exam (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to analyse how different qualitative methods are suited to different areas of qualitative media/communication research and assess how the methods are applied in weaving together the theory and the data in selected major works.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Communication research, media research, qualitative research methods, interview ethnographic study, case study, historical analysis, focused group interview

Reading List

Compulsory Readings

	Title
1	K. B. Jensen & N. W. Jankowski (Ed.). (1991). <i>A Handbook of Qualitative Methodologies for Mass Communication Research</i> . London: Routledge.
2	C, W. Mills (1959). <i>The Sociological Imagination</i> . New York: Oxford UP.
3	N. J. Smelser (1977). <i>Comparative Methods in the Social Sciences</i> . New York: Prentice Hall.

4	M. Weber (1978). <i>The Methodology of the Social Sciences</i> . In W. C. Runciman (Ed.), <i>Weber: Selections in Translation</i> (pp.65-134). London: Cambridge.
5	N. K. Denzin & Y. S. Lincoln (Ed.) (2017) <i>The SAGE Handbook of Qualitative Research</i> (5th Edition). Sage Publishing.
6	E. Oyen (1990). <i>Comparative Methodology</i> . London: Sage.
7	R. M. Emerson, R. I. Fretz., & L. L. Shaw (1995). <i>Writing Ethnographic Fieldnotes</i> . Chicago: University of Chicago Press.
8	C. Tilly (1984). <i>Big Structures, Large Processes, Huge Comparisons</i> . New York: Russell Sage Foundation.
9	D. Hallin (1986). <i>The “Uncensored” War: The Media and Vietnam</i> . New York: Oxford UP.
10	K. Lang & G. Lang (1983). <i>The Battle for Public Opinion: The President, the Press, and the Polls during Watergate</i> . New York: Columbia UP.
11	A. Sreberny-Mohammadi, & A. Mohammadi (1994). <i>Small Media, Big Revolution: Communication, Culture, and the Iranian Revolution</i> . Minneapolis: U of Minnesota Press.
12	C. C. Lee, J. M. Chan, Z. Pan, & C. So (2002). <i>Global Media Spectacle</i> . Albany: State U of New York Press.
13	G. Tuchman (1978). <i>Making News</i> . New York: Free Press.
14	H. J. Gans (1979). <i>Deciding What’ s News</i> . New York: Pantheon.
15	T. Gitlin (1980). <i>The Whole World in Watching</i> . Berkeley: U of California Press.
16	Boczkowski, P. (2004). <i>Digitizing the news: Innovation in online newspapers</i> . MIT Press.
17	Anderson, C. (2013). <i>Rebuilding the news: Metropolitan journalism in the digital age</i> . Philadelphia: Temple University Press.
18	D. Morley (1992). <i>Television, Audiences and Cultural Studies</i> . London: Routledge.
19	T. Liebes & E. Katz (1993). <i>The Export of Meaning</i> . Cambridge: Harvard UP.
20	W. Gamson (1992). <i>Talking Politics</i> . New York: Cambridge UP.
21	J. Ettema and T. Glasser (1998). <i>Custodians of Conscience: Investigative Journalism and Public Virtue</i> . Columbia University Press.
22	M. Schudson (1979). <i>Discovering the News</i> . New York: Basic.
23	M. Schudson (2015). <i>The Rise of the Right to Know: Politics and the Culture of Transparency, 1945–1975</i> . Harvard University Press.
24	L. Spigel (2009). <i>TV By Design: Modern Art and the Rise of Network TV</i> . University of Chicago Press.
25	D. Hallin & P. Mancini (2011). <i>Comparing Media Systems Beyond the Western World</i> . New York: Cambridge UP.
26	D. Hallin & P. Mancini (2004). <i>Comparative Media Systems</i> . New York: Cambridge UP.
27	C. Sparks (1998). <i>Communication, Capitalism, and the Mass Media</i> . London: Sage
28	Y. Zhao (2008). <i>Communication in China: Political Economy, Power, and Conflict</i> . Rowman & Littlefield Publishers.
29	M. K. Whyte (1974). <i>Small Group and Political Rituals in China</i> . Cambridge: Harvard UP.

Additional Readings

Title	
1	Nil