

## COURSE OUTLINE

### 1. GENERAL

<b>SCHOOL</b>	APPLIED SCIENCES		
<b>DEPARTMENT</b>	DIGITAL MEDIA AND COMMUNICATION		
<b>LEVEL OF STUDY</b>	UNDERGRADUATE		
<b>COURSE UNIT CODE</b>	DMC 255	<b>SEMESTER OF STUDY</b>	2 <sup>ND</sup>
<b>COURSE TITLE</b>	METHODOLOGICAL APPROACHES TO COMMUNICATION		
<b>COURSEWORK BREAKDOWN</b>		<b>TEACHING WEEKLY HOURS</b>	<b>ECTS Credits</b>
Lectures		2	
Practice - Workshops		2	
Total		4	5
<b>COURSE UNIT TYPE</b>	Compulsory, General Course Infrastructure		
<b>PREREQUISITES :</b>	DMC 125		
<b>LANGUAGE OF INSTRUCTION/EXAMS:</b>	GREEK		
<b>COURSE DELIVERED TO ERASMUS STUDENTS</b>	Yes (in English)		
<b>MODULE WEB PAGE (URL)</b>	<a href="http://elearn.teikoz.gr/course/view.php?id=69">http://elearn.teikoz.gr/course/view.php?id=69</a>		

### 2. LEARNING OUTCOMES

<b>Learning Outcomes</b>
<p>The purpose of this course is to provide an overview of the different methods and techniques used by researchers for conducting qualitative research projects. Upon completion of this course students will be equipped with the basic knowledge and skills for designing, conducting, analyzing, preparing and delivering reports of qualitative research projects.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> <li>• To contrast and compare the different methods used by qualitative researchers.</li> <li>• To design and carry out as well as to interpret the results of qualitative research projects.</li> <li>• To combine and incorporate the results of qualitative studies in the organization's decision making process regarding the resolution of communication problems.</li> <li>• To assess the validity and reliability of qualitative research methods.</li> <li>• To integrate the results of qualitative research projects in the first stages of quantitative researches.</li> </ul>
<b>General Skills</b>
<ul style="list-style-type: none"> <li>- Teamwork</li> <li>- Decision making</li> <li>- Free, creative and inductive thought</li> </ul>

### 3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> <li>- The contribution of qualitative research in the analysis of communication issues and problems.</li> <li>- Epistemological foundations of qualitative research.</li> <li>- Quantitative versus qualitative research.</li> <li>- Analysis of qualitative data.</li> <li>- Ethics in qualitative research.</li> <li>- Content analysis.</li> </ul>
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- Discourse analysis.
- Ethnography.
- Participant observation.
- Experiments.
- In depth interviews.
- Focus groups.
- Projective techniques.
- Semiotics.
- Diaries.

#### 4. TEACHING METHODS - ASSESSMENT

<b>MODE OF DELIVERY</b>	In-Class	
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY</b>	Support of the learning process through the e-class platform.	
<b>TEACHING METHODS</b>	<b>Method description</b>	<b>Semester Workload</b>
	Lectures	26
	Practice - Workshops	26
	Project Work (non-compulsory)	29
	Personal Study	44
	<b>Total Work Load for student with project work</b>	<b>125</b>
	Lectures	26
	Practice - Workshops	26
	Personal Study	73
	<b>Total Work Load for student without project work</b>	<b>125</b>
<b>ASSESSMENT METHODS</b>	I. End of Semester Formal Examination (60% or 100%) <ul style="list-style-type: none"> <li>- Short answer questions</li> <li>- Essay questions</li> <li>- Questions of applying qualitative on cases and problems.</li> </ul> II. Presentation of Group Projects (40% or 0%)	

#### 5. RESOURCES

- Recommended Book Resources:

- Denzin, N. & Lincoln, Y.S. (2005), *The Sage Handbook of Qualitative Research*, Sage.
- Berg, B. L. (2004), *Qualitative Research Methods for the Social Sciences* (Vol. 5), Boston: Pearson.
- Wimmer, R. D. (2012), *Mass Media Research*, Cengage Learning.
- Daymon, C., & Holloway, I. (2010), *Qualitative Research Methods in Public Relations and Marketing Communications*, Routledge.
- Salmon, C. (2009), *Storytelling*, Verso Books.
- Kyriazi, N. (2011), *Social Research*, Pedio SA, Athens (in Greek).
- Iosifidis, Th. (2008), *Qualitative Methods for Social Sciences*, Ekdoseis Kritiki S.A., Athens (in Greek).
- Kallinikaki, Th. (2010), *Qualitative Methods in Research for Social Work*, Motivo Ekdotiki S.A., Athens (in Greek).
- Siomkos, G. and Mavros, D. (2008), *Market Research*, Stamoulis Publishing, Athens (in Greek).

- Recommended Article/Paper Resources:

- Kassajian, H. H. (1977), *Content Analysis in Consumer Research*, *Journal of Consumer Research*, Vol. 4, No. 1, pp. 8-18.

- *An, S. K., & Gower, K. K. (2009), How do the News Media Frame Crises? A Content Analysis of Crisis News Coverage, Public Relations Review, Vol. 35, No. 2, pp. 107-112.*
- *Boddy, C. (2005), Projective Techniques In Market Research: Valueless Subjectivity or Insightful Reality?, International Journal of Market Research, Vol. 47, No. 3, pp. 239-254.*
- *Stewart, K., & Williams, M. (2005), Researching Online Populations: The Use of Online Focus Groups for Social Research, Qualitative Research, Vol. 5, No. 4, pp. 395-416.*
- *Cian, L. (2012), A Comparative Analysis of Print Advertising Applying the two Main Plastic Semiotics Schools: Barthes' and Greimas, Semiotica, No. 190, pp. 57-79.*