



COURSE SYLLABUS

Research Methods in International/Intercultural Communication, 15 credits

Forskningsmetoder med inriktning mot internationell/interkulturell kommunikation, 15 högskolepoäng

Course Code:	LFKS25	Education Cycle:	Second-cycle level
Confirmed by:	The Committee of Free-Standing Courses Nov 24, 2014	Disciplinary domain:	Social sciences
Valid From:	Spring 2015	Subject group:	MK1
Version:	1	Specialised in:	A1F
Reg number:	HLK 2014/4059-122	Main field of study:	Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course the student will be able to:

Knowledge and understanding

- explain and problematize the width of method choices and by this, show deeper knowledge of methods within media and communication research, especially with a focus on international (intercultural, cross-cultural, multicultural) studies
- conclude and present research problems connected to international (intercultural, cross-cultural, multicultural) studies

Skills and abilities

- present and explain method choices and demonstrate the ability to use different research methods
- demonstrate in texts the ability to integrate theories and methods in existing and planned studies.

Judgement and approach

- demonstrate the ability to evaluate scientific quality in existing studies
- demonstrate the ability to approach to ethical aspects on research and development work, especially focused on intercultural, cross-cultural, and multicultural aspects

Contents

- quantitative and qualitative research methods in media and communication research
- statistical research methods, including SPSS
- international (intercultural, cross-cultural, multicultural) research questions, and ethical aspects
- academic writing; reports and articles
- research design

Type of instruction

Tuition is in the form of lectures, seminars and assignments, individually or in groups. A digital learning platform is used.

The teaching is conducted in English.

Prerequisites

General entry requirements and completed courses on bachelor level 180 credits, 60 credits within the major subject media and communication science, journalism or equivalent. English proficiency is required. Also are completed courses required in:

- A1N courses equivalent to 15 credits in Media and Communication Sciences, for example Global Media Cultures, 15 credits, or Sustainable Communication, 15 credits (or the equivalent).

Examination and grades

The course is graded Fail (U), Pass (G) or Pass with Distinction (VG).

The grade is translated to the ECTS grading scale A, B, C, D, E, FX or F.

The examination is based on tuition and course literature. The examination is based on individual performances.

For this course, the examination is based on two group assignments with oral presentations, one assignment (in pairs) with written presentation, one individual written exam, two individual written assignments

Registration of examination:

Name of the Test	Value	Grading
Two group assignments + individual exam	7.5 credits	U/G/VG
Two individual assignments + one assignment in pair	7.5 credits	U/G/VG

Course evaluation

The course is evaluated according to the regulations and guidelines for the first, second and third cycle education at Jönköping University.

Course literature

Literature

Clery Miller Linda (2013). *Cross-Cultural Research with Integrity*. Basingstoke: Palgrave MacMillan 300 pages

Hansen, Anders och Machin, David (2013). *Media & Communication Research Methods*. Basingstoke: Palgrave Macmillan. 300 pp

Machin David (2002). *Ethnographic Research for Media Studies*. London: Arnold. 200 pages

Machin David och Mayr Andrea (2012). *How to Do Critical Discourse Analysis: A Multimodal Introduction*. London: Sage. 250 pages

Poutiainen Saira (2014). *Theoretical Turbulence in Intercultural Communication Studies*. Cambridge: Cambridge Scholars Publishing. 200 pages

Articles 200 pages

Own choice of literature 400 pages

Literature Reference

Search help (2010). Citing Sources – APA (Harvard). University Library: Jönköping University.
<http://hj.se/bibl/en/search-help/citing-sources.html>

Information material about Anti-Plagiarism at universities. The Interactive Anti-Plagiarism Guide –
Jönköping University. <http://pingpong.hj.se/public/courseId/10565/publicPage.do>