FUTURE UNIVERSITY IN EGYPT
جامعة المستقبل

Faculty of Economics and Political Science

Research Techniques for Journalists

Information :

Course Code :	PMM 205	**Level :**	Undergraduate	**Course Hours :**	3.00- Hours
Department :	Department of Political Mass Media				

Instructor Information :

Title	Name	Office hours
Professor	Samah Mohamad Mohamady Saad	7

Area Of Study :

This course teaches how to extract data and information out of the biases and framing found in articles, how to evaluate a source, how to cruise through social media to locate credible data and how to utilize such information in the research work. In addition, to satisfy the needs of the fast-paced media environment, students are taught shortcuts and techniques to locate quick information that would help in building their journalistic pieces.

Course Goals:
ÅIdentify the impact of cultural and technological determinants on mass communication research.
ÅRelate theory to practice.
ÅFormulate research questions and hypotheses.
ÅIdentify independent and dependent variables
ÅOrganize elements of a research paper
ÅCollect and analyze data.
ÅUse statistical software.
ÅAnalyze the reliability and validity of research.
ÅIntegrate research ethics into the research process.
ÅAssess published journal articles for research methodology used.

Description :

This course teaches how to extract data and information out of the biases and framing found in articles, how to evaluate a source, how to cruise through social media to locate credible data and how to utilize such information in the research work. In addition, to satisfy the needs of the fast-paced media environment, students are taught shortcuts and techniques to locate quick information that would help in building their journalistic pieces.

Course outcomes :

a.Knowledge and Understanding: :	
1 -	Explain research terms.
2 -	Identify research methodologies used in the field of mass communication.
3 -	Describe the research process.
4 -	Recognize the different forms of research questions.
5 -	Compare qualitative and quantitative research methodologies.
b.Intellectual Skills: :	
1 -	Explain the relationship between theory and research.

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2 -	Describe and compare the predominant research methods in journalism, media, and communication.
3 -	Plan a research through selecting a timely research topic with an identifiable sample.
4 -	Analyze the research results.
c.Professional and Practical Skills: :	
1 -	Propose a research study.
2 -	Justify decisions about the methodology, including sampling and the measurement instruments.
3 -	Conduct a social science research in the field of mass communication.
4 -	Use computer-assisted data collection techniques.
5 -	Employ statistical research software in analyzing research results.
d.General and Transferable Skills: :	
1 -	Use computers and the Internet.
2 -	Work in a team environment.
3 -	Translate to and from other languages.
4 -	Apply practical and professional problem solving.

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and Syllabus	3	1	
Research in social sciences	3	1	
Elements of a research paper	3	1	
Identifying variables in a research	3	1	
Data Collection: Conceptualization and Development of Measures	3	1	
Data Collection: Methods of Gathering Information	3	1	
Midterm Exam		1	
Using statistical software	3	1	
Research reliability and validity	6	2	
Sampling and statistical inference	3	1	
Using statistical software	3	1	
Data Analysis	6	2	
Final Exam		1	

Teaching And Learning Methodologies :

Data show and computer in lectures
Demonstration videos
Group discussion
Research Paper
Computer-assisted research
Statistical software

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Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Coursework (Attendance, Participation, Assignments, Research)	30.00		To assess understanding, theoretical and practical knowledge.
Final Exam	40.00	15	To assess knowledge and analytical skills
Midterm Exam	30.00	7	To assess professional skills

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