



**UNIVERSITY OF TIRANA
FACULTY OF FOREIGN LANGUAGES
ENGLISH DEPARTMENT**

CURRICULUM FOR THE SECOND CYCLE OF STUDIES

ACADEMIC YEAR 2016-2019

**MASTER OF SCIENCE IN MASTER OF SCIENCE IN "INTERCULTURAL AND
TOURISTIC DISCOURSE AND COMMUNICATION"**

Literature and Culture B

Course Syllabus	
Module:	Literature and Culture B
Cycle of study:	Master
Area of study	Literature and Culture
Curricular Course	Intercultural and Tourist Language and Communication
Course:	I
Year/Term:	2016-2017/first semester
ECTS:	8 ECTS
Lectures	60 contact classes
Seminars:	20 contact classes
Course lecturers:	Prof. Dr. Maks Daiu, Dr. Albana Lilaj, Dr. Iris Kokoli (Klosi), Msc. Brunilda Kondi

COURSE DESCRIPTION

The course British Culture B is conducted in the first semester in the first year of Master of Science in Language and Intercultural and Tourist Communication as part of the Module Literature and Culture B. The course contains a total of 20 classes out of which 15 are lectures and 5 are seminars.

This course aims at equipping the students with knowledge on British institutions, faiths and different tourist and cultural developments. The topics have been conceived to be comprehensible and functional in relation to the master degree studies. The level of selected topics is in compliance with students' level who are expected to have analytical and interpretative skills and further improve their language skills and the way of thinking, through various discussions during the seminars. The methodology will be provided by the lectures cycle prepared by the course lecturer, the core textbook as well as additional materials in the form of articles. Also, the last three classes of the course are assigned for the project presentations on group basis.

The part of this module focusing on American Studies introduces students to current developments in the U.S. institutions, beliefs, and life. It is carried out in 20 meeting hours.

COURSE OBJECTIVES:

This course aims at:

- Equipping the students with additional knowledge on British culture and institutions, where a part of general knowledge is expected to have been acquired in the Bachelor degree.
- Providing students with sufficient knowledge in order that they are able to understand and perceive well the assigned topics by the course lecturer.
- Further developing students' skills in relation to critical thinking, comments involving pros and cons, exposition of an issue for discussion.

This course aims at enabling students to read, understand, analyze, and comment on the topics discussed and the authentic materials used in class.

LEARNING OUTCOMES:

In this course the students are expected to:

- Acquire cultural knowledge on British institutions and political and legal concepts.
- Put forward issues and come up with conclusions
- Prepare essays with language and cultural competence of the master level
- Have developed their analytical, linguistic and critical skills in relation to an issue.

Upon successful completion of the course, students should be able to analyze articles from the media by identifying and evaluating cultural elements they present. They should be able to present on an American culture topic and to write critically about a cultural aspect.

TEACHING METHOD

The teaching methodology will be focused on lectures prepared by the course lecturer, the compulsory and recommended literature, discussions, questions and essays, mid-term exam and final exam.

Powerpoint lectures for the lecture classes; seminar discussions based on students analysis of current articles and videos from online media; student presentations. Guest speakers from the U.S. Embassy in Tirana.

ASSESSMENT

- Mid-term exam: 20%
- Project: 30%
- Attendance and Participation: 10%
- Final Exam: 40%

COMPULSORY BIBLIOGRAPHY

- British Civilization, an Introduction. John Oakland. Routledge. London and New York. 2002. (available free download or as a printed book ISBN 0-203-37416-9 (Adobe Reader Format)
- Stevenson, D.K. (1998). *American Life and Institutions* (Revised ed.) Office of English Language Programs United States Bureau of Educational and Cultural Affairs

- Lectures prepared by the instructor and current media articles assigned for the seminar readings.

RECOMMENDED LITERATURE

- British Civilization, an Introduction, New Edition 2012. Amazon.com
- Britain in Close Up. An In-Depth Study of Contemporary Britain. David McDowell. Pearson Education Limited. 2008.
- Different articles or journals covering topics on Britain and The EU, Britishness and Englishness, the Judiciary, Tourism and Film Industry.
- Asitimbay, D. (2005). *What's Up America A Foreigner's Guide to Understanding Americans*, Culture Press, San Diego, CA

Touristic Communication

Course Syllabus	
Module:	Touristic Communication
Cycle:	II
Field of study	Communication studies
Curricula course	Linguistic and Cultural Background in Tourism area
Course:	I
Year/Term:	I/I
ETCS:	6 credits
No. of Lectures:	30 classes
No. of Seminars:	30 classes
Subject Lecturer:	PhD Irena Pata Kapo

COURSE DESCRIPTION

Objecives of the course:

One of the objectives of this course is enhancing the students linguistic competence in the area of tourism; getting familiar with the essential terms and notions of the language of tourism.

Another objective is for the students to be introduced and to master the provided knowledge in the English language regarding the cultural, historical, economic and social topics of different geographical areas, in the context of tourism and also the language used in its development and promotion, especially in Albania; a very important part of the classes are covered with several issues specifically related with the context of Albania, and in particular with the region the students come from, dealing with the issues the Albanian tourism is challenged with currently and the language that is used or not used and that should be used in promoting tourism in our country.

Expected outcomes:

By the end of the course the students are expected to have developed a higher linguistic competence in English language. An expected outcome is the enrichment of the students

vocabulary with new phrases and notions in areas like semantics, communication, linguistics, tourism and sociolinguistics.

A further expected outcome is fostering critical and evaluative thinking regarding tourism and the language it is represented by, especially related to the context we are living in. The students are expected to develop their competence regarding the features of the language of tourism, the techniques of the language of tourism, the registers in which it operates, etc.

Didactic teaching method

A series of didactic readings like the comparative and analytical method are applied in this subject. Priority is given to interactive methods where the students are at the center of the class and the various issues are discussed through group work. In addition to books, scientific articles and audio-visual materials are widely used.

ASSESSMENT

- Test 1 15%
- Test 2 15%
- Course assignement 20 %
- Active Participation in the classroom 10%
- Final exam 40%
- Total: 100%

COMPULSORY BIBLIOGRAPHY

The language of tourism, A sociolinguistic perspective, Graham M.S.Dann, CAB International, UK, 2001

RECOMMENDED READINGS

Tourism Discourse, Language and global Mobility, Crispin Thurlow and Adam Jaworski, palgrave macmillan, 2010

Language C (Advanced Level)

Course Syllabus	
Module:	Language C (Advanced Level)
Cycle of study:	II
Area of study	Modern Languages
Curricular Course	Master of Science
Course:	Year I, English Language Teaching
Year/Term:	I/I
ETCS:	6 ECTS
Lectures:	15 contact classes
Seminars:	45 contact classes
Course Lecturer/s:	

COURSE DESCRIPTION:

This course aims to provide students with advanced knowledge of English language and to use it as a communication tool in everyday life and in different environments where there may be need to use this language as a means of communication.

Course Objectives:

At the end of the course students should be able:

- to ask and answer questions in the English language on various topics of everyday life.
- to communicate with other English speakers without having understanding problems.
- to discuss various topics provided in the book but also by the students.
- to use the concepts of the English language in official documents, informal letters, electronic messages and different stories.
- to create and write stories using the appropriate vocabulary obtained during these weeks.
- to read and understand the text with various registers and then be able to process it.

Expected results:

- To enable fluent communication.
- To provide students with grammatical knowledge.
- To enable students to participate in a full and comprehensive discussions.
- To help students to read and write fluently in English.

Didactic Method:

The methodology used includes the student's book and the workbook, different papers, presentations and group work.

Assesment

- Midterm test 1: 20%
- Midterm test 2 = 20%
- Class participation (includes participation in class and written assignments during the semester) = 30%
- Final test = 30%

COMPULSORY BIBLIOGRAPHY

- Harris M, Mower D, Sikorzysnka A. *New Opportunities, Upper-Intermediate, Student's book*, Longman
- Harris M, Mower D, Sikorzysnka A , *New Opportunities, Upper-Intermediate Language Powerbook*, Longman
- Jan Bell, Amanda Thomas, *Gold first certificate. New edition. Coursebook*, 2015
- Sally Burgess, Jacky Newbrook, *Gold First, Exam Maximiser*, 2015
- Clementine Annabell, Rawdon Wyatt, *Gold First, Teacher's Book*, 2015

RECOMMENDED BIBLIOGRAPHY

- Thomas, B J, *Advanced Vocabulary and Idiom*, Nelson, 1991
- Lynn Lundquist, *Spoken English Learned Quickly*, 2008
- <http://iteslj.org/questions/>
- www.newsdirectory.com
- www.theworldpress.com
- www.FreeEnglishNow.com
- <http://ww.flo-joe.com/fce/students/tests/tsindex.htm>
- http://www.examenglish.com/FCE/Use_of_English.htm

Translation and Interpretation B to A

Course Syllabus	
Module:	Translation and Interpretation B to A
Degree:	Master of Science
Discipline	Language, intercultural and tourist Communication
Curricular course	I year English
Course:	I English
Year /Semester:	I/II (second)
ETCS:	8 credits - (= 80 classes);
No. of Lectures:	(= 15 classes);
No. of Seminars:	(= 65 classes).
Course Lecturer(s):	PhD. Iris Kokoli (Klosi),

MODULE DESCRIPTION

The course Translation and Interpretation B to A is conducted in the second semester with first year student in the Master of Science on Language, Intercultural and Tourist Communication. The course contains a total of 80 classes out of which 15 are lectures and 65 are seminars.

This course aims at equipping the students with further knowledge on translation and interpretation theory and practice. The topics have been conceived to be comprehensible and functional as regards master degree studies..the level of the selected topics is in compliance with the level of the students who are expected to have analytical and interpretative skills and further improve their language skills and the way of thinking through various discussion during the seminars. The teaching methodology will be provided by the lectures cycle prepared by the course lecturer and the core textbook, as well as additional materials extracted by different articles.

Course objectives:

This course aims at:

- Equipping the students with additional knowledge on translation and interpretation theory and practice, where a part of general knowledge is expected to have been acquired in the Bachelor degree.

- Providing the students with sufficient knowledge in order that they are able to understand and perceive well the topics assigned by the course lecturer.
- Further developing students' skills in relation to critical thinking, comments, exposition of a topic for discussion.

Expected outcomes:

In this course the students are expected to:

- Acquire knowledge on translation and interpretation theory and practice.
- Put forward problems and come up with conclusions
- Prepare their assignments with a linguistic and cultural competence of the master level
- Have developed their analytical, linguistic and critical skills in relation to a topic.

Teaching methodology

The teaching methodology consists on lectures prepared by the course lecturer, compulsory literature, discussions, activities and questions during seminars, mid-term exam, final exam.

ASSESSMENT

- Students should attend up to 80% of the total classes (64 classes).
- All the tasks assigned by the lecturer should be handed over in due time.
- Projects are assessed by 20%
- Active participation and discussions are assessed by 20 %,
- Mid-term exam is assessed by 20 %.

Final exam is assessed by 40 %.

COMPULSORY BIBLIOGRAPHY

Translation. An advanced resource book. Basil Hatim and Jeremy Munday. Routledge. London and New York. 2004.

RECOMMENDED BIBLIOGRAPHY

- Baker, M., *"In other Words", - A Coursebook on Translation*, Routledge, London and New York, 1992.
- Bassnett-McGuire, S. *"Translation Studies"* Routledge, London & New York, 1992.
- Bell R.T. *"Translation and Translating" - Theory and Practice*, Longman, London and new York, 1998
- Kokona, V., *Mbi përkthimin, me perkthyesin*, Botimet Kokona, Tirane 2003, 133 faqe
- Newmark, P. *"A Textbook of Translation"*, Prentice Hall, London, 1988.
- Qatipi, Sh. *Disa probleme të proverbave në gjuhën angleze vështruar në përfaqje me gjuhën shqipe*, ISBN: 978-9928-07-045-6, 2012
- Robinson, D., *Becoming a Translator – An Accelerated Course*, Routledge, London and New York, 1997.
- Seleskovitch, D., Lederer, M., *Interpreter pour traduire*, Didier Erudition, Paris 1984.

- Snell-Hornby, *M. Translation Studies - An Integrated Approach*, John Benjamin B., Amsterdam, Philadelphia 1988.
- Steiner, G. *"After Babel. Aspects of Language and Translation"*, London: Oxford University Press, 1977.

Different articles or journals covering topics on translation theory and practice..

Literature and Culture C

Course Syllabus	
Module:	Literature and Culture C
Cycle of study:	Master's Degree
Area of study	Literature
Curricular Course	Scientific Master's Degree in Intercultural and Touristic Language and Communication
Course:	I
Year/Term:	I/Semestri II
ECTS:	8 ECTS - (= 80 contact classes);
Lectures	6 ECTS - (= 60 contact classes);
Seminars:	2 ECTS - (= 20 contact classes).
Course lecturers:	Dr. Albert Sheqi, Dr. Esmeralda Subashi, Dr. Loran Gami, Dr. Manjola Nasi

COURSE DESCRIPTION

This course is taught in the second semester of the Master's studies in Intercultural and Touristic Language and Communication. The course aims at offering students a corpus of knowledge about culture and literature in English-speaking countries, focusing on arts, literature, institutional organization, and various aspects of British and American civilization.

COURSE OBJECTIVES:

The course aims at:

1. Giving students knowledge about English and American civilization and literature.
2. Offering a general overview of the social and institutional development in the major English-speaking countries.
3. Encouraging students, especially in the course of the seminars, to sharpen their own critical thinking skills.
4. Improving the students' English language competences.

LEARNING OUTCOMES:

At the end of this course the students will:

- have good knowledge of the major developments in the arts and literature in Great Britain and the USA.

- have better knowledge of various aspects of the history and civilization of Great Britain and the USA.
- be acquainted with some of the major authors and most important literary works of British and American literature.
- improve their critical thinking skills.
- improve the level of their linguistic competence and proficiency.

TEACHING METHOD

Lectures and seminars.

ASSESSMENT

- Midterm exam: 20%
- Course project: 30%
- Attendance and participation: 10%
- Final exam: 40%

COMPULSORY BIBLIOGRAPHY

- *The Norton Anthology of English Literature*, M.H.Abrams, General Editor, New York: W.W.Norton & Company: 1996.
- John Oakland, *British Civilization: An Introduction*, London, New York: Routledge: 1992.
- *Oxford Anthology of English Literature: Romantic Poetry and Prose*, Harold Bloom, Lionel Trilling, New York: Oxford University Press: 1973.
- Kennedy, X.J., *Literature: an Introduction to Fiction, Poetry, and Drama*. Fourth Edition; Little, Brown and Company, 1987.
- *An Outline of American Government* – An overview of the American government system. A publication of the U.S. Department of State's Bureau of International Information Programs.
- Lectures prepared by the lecturers.

RECOMMENDED BIBLIOGRAPHY

- Andrew Sanders, *The Short Oxford History of English Literature*, Oxford: Clarendon Press, 1994.
- Bain, E. Carl, *The Norton Introduction to Literature*, W.W. Norton & Company, Sixth Edition, 1995.
- Cassill, R.V. *The Norton Anthology of Short Fiction*, W.W. Norton & Company, 1978.
- Allen, Derek R et al. *Words, Words, Words 2 - A History and Anthology of Literatures in English with Audio CD*. La Spiga Languages, 2003.

Language C (Advanced Level)

Course Syllabus	
Module:	Language C (Advanced Level)

Cycle of study:	II
Area of study	Modern Languages
Curricular Course	Master of Science
Course:	Year I, English Language Teaching
Year/Term:	I/II
ETCS:	6 ECTS
Lectures:	15 contact classes
Seminars:	45 contact classes
Course Lecturer/s:	

COURSE DESCRIPTION:

This course aims to provide students with advanced knowledge of English language and to use it as a communication tool in everyday life and in different environments where there may be need to use this language as a means of communication.

Course Objectives:

At the end of the course students should be able:

- to ask and answer questions in the English language on various topics of everyday life.
- to communicate with other English speakers without having understanding problems.
- to discuss various topics provided in the book but also by the students.
- to use the concepts of the English language in official documents, informal letters, electronic messages and different stories.
- to create and write stories using the appropriate vocabulary obtained during these weeks.
- to read and understand the text with various registers and then be able to process it.

Expected results:

- To enable fluent communication.
- To provide students with grammatical knowledge.
- To enable students to participate in a full and comprehensive discussions.
- To help students to read and write fluently in English.

Didactic Method:

The methodology used includes the student's book and the workbook, different papers, presentations and group work.

Assesment

- Midterm test 1: 20%
- Midterm test 2 = 20%
- Class participation (includes participation in class and written assignments during the semester) = 30%
- Final test = 30%

COMPULSORY BIBLIOGRAPHY

- Harris M, Mower D, Sikorzysnka A. New Opportunities, Upper-Intermediate, Student's book, Longman
- Harris M, Mower D, Sikorzysnka A , New Opportunities, Upper-Intermediate Language Powerbook, Longman
- Jan Bell, Amanda Thomas, *Gold first certificate. New edition. Coursebook*, 2015
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- Clementine Annabell, Rawdon Wyatt, *Gold First, Teacher's Book*, 2015

RECOMMENDED BIBLIOGRAPHY

- Thomas, B J, *Advanced Vocabulary and Idiom*, Nelson, 1991
- Lynn Lundquist, *Spoken English Learned Quickly*, 2008
- <http://iteslj.org/questions/>
- www.newsdirectory.com
- www.theworldpress.com
- www.FreeEnglishNow.com
- <http://ww.flo-joe.com/fce/students/tests/tsindex.htm>
- http://www.examenlenglish.com/FCE/Use_of_English.htm

Translation and Interpretation C To A

Course Syllabus	
Subject	Translation and Interpretation C To A
Cycle of study	Master
Area of study	Intercultural Communication and Tourism
Curricular course	Scientific Master
Course	II (french, italian, turkish, spanish, greek languages)
Term	II/1
ETCS:	6 credits - (= 60 classes);
No. Of Lectures:	
No. Of seminars:	6 credits - (= 60 classes).
Lecturer /(s) of the subject:	Prof.PhD. Daniela Tamo, Phd. Jonida Petro

COURSE DESCRIPTION

The Translation/Interpretation C-A as a subject is delivered during the second year first semester of the Scientific Master on Inter-cultural Communication and tourism. The course includes a total of 60 classes, which take place in the form of seminars. This course aims to a further familiarization of the students with theoretical and practical concepts of translation and interpretation in the framework of the Intercultural Communication and Tourism Studies. Themes are designed as a continuation to the knowledge acquired during the 'Bachelor' cycle and in accordance with the language 'C' skills' level of students, which will be used in view of the master study profile. The seminars will include discussions and assignments so that the students will have the opportunity to put into practice the theoretical and practical issues with the assistance of the subject lecturers in terms of translation/interpretation

skills. Thus, they will develop new communication writing, skills, and analysing skills. Lecturers will create the appropriate environment to work in groups or individually as appropriate and in compliance with the theme.

COURSE OBJECTIVES

This course aims at:

- providing students with additional key knowledge to the theory and practice of translation / interpretation in the context of intercultural communication studies, where a relevant part of the students' general knowledge is expected to have been acquired during the 'Bachelor' cycle;
- providing enough knowledge so that students are able to better perceive and understand the C - A cultures and languages, as per the topics defined by the instructor;
- further developing students' skills regarding the expression of critical opinions, comments, submission an issue for discussion in the field of translation;
- further developing students' abilities to interpret from language C to language A.

LEARNING OUTCOMES

Students should be able to:

- translate written and spoken materials and lectures;
- compile speeches as per the specified areas;
- improve public speaking skills and stress management;
- analyze independently texts from 2-3 genres related to their field of study, such as: texts with terms from the fields of tourism, advertising, scientific and economic texts;
- justify basic translation strategies that they themselves and their colleagues use during the process of translation and interpretation so that in the future they will use them as instruments;
- prepare tasks with a linguistic and cultural competence of master level.

TEACHING METHOD

The program is realized through seminars, exercises, presentations, teamwork tasks and the final exam.

ASSESSMENT

- Mid-term exam: 20%
- Project: 30%
- Active participation in the classroom 10%
- Final exam 40%

COMPULSORY BIBLIOGRAPHY

- Andrew, G., (2013): *Conference Interpreting, A Student's Practice Book*, Routledge
- Andrew, G., (2005): *Note-Taking for Consecutive Interpreting - A Short Course*, Manchester, St. Jerome Publishing

- Baker, M., (1992): *In other words a course book on translation*, London and New York: Routledge
- Basil, H. and Jeremy, M., (2004): *Translation. An advanced resource book*. Routledge. London and New York. 2004
- Duff, A., (1989): *Translation*, Oxford University Press
- Gile, D., (1995): *Basic Concepts and Models For \Interpreter and Translator Training*, Benjamins Translation Library
- James, N., (2005): *Interpretation: Techniques and Exercises* (Professional Interpreting in the Real World, Multilingual Matter
- James, K., Jordan, R., Matthews, A., O'Brien, J., (1991): *Listening Comprehension and Note-Taking Courses*, Collins Study Skills in English
- Newmark, P., (1988): *A textbook of Translation*, Prentice Hall International

RECOMMENDED LITERATURE

It is preferred that the students of this subject utilize not only articles, encyclopedia of various publications in the field of translation studies, but also numerous websites that provide updated information on innovations in this field. They will mostly be guided by the respective lecturers in terms of finding appropriate vocabulary and corpus required so that the subject is simultaneously acquired and desirable.

Strategies of Communication

Course Syllabus	
Module:	Strategies of Communication
Cycle of study:	Master
Area of study	Communication
Curricular Course	
Course:	II
Year/Term:	II/I
ECTS:	6 ECTS
Lectures	..30... contact classes
Seminars:	..30... contact classes
Course lecturers:	Dr. Rudina Vrioni Dr. Albana Çoni

COURSE DESCRIPTION:

Strategies of Communication is a course designed to offer coverage of the most important communication strategies and skills, which are required to build success at every level in today's competitive environment of our society. Students will synthesize and apply knowledge and skills from previous courses to demonstrate competence in specialized areas of strategic communication. This course offers the knowledge and expertise to effectively tailor the writing and speaking style of the message, to create and deliver professional presentations; enhance team and group communication skills, produce effective business reports, proposals, letters, etc. It offers also specialized in-depth knowledge in a communication practice area such as crisis communication, internal communication and communication ethics.

COURSE OBJECTIVES:

- Students will develop communication strategies, synthesize academic literature and analyze strategic communication processes.
- Students will improve writing skills by enhancing previously learned principles of good writing style and will practice these skills in writing assignments throughout the course.
- Students will enhance oral presentations skills by improving presentation techniques, develop persuasive content and employ appropriate visuals. They will practice these skills in oral presentations to the class.
- Students will improve the ability to work in groups and teams by learning the importance of team management, team dynamics, communication styles. They will practice these skills in team presentation.
- Students will learn about business communication, organisational communication, workplace technology, channels of communication and multimedia.

LEARNING OUTCOMES:

- Demonstrate subject mastery in areas of communication relevant to personal research interest.
- Identify research questions on a contemporary issue in communication, and perform a critical analysis of the relevant literature.
- Present and discuss relevant research in writing, present and discuss relevant research orally.

TEACHING METHOD:

- Blended teaching method incorporates different aspects of the various styles and gives enough flexibility to tailor lecturer's style that is right for their coursework and students. With the diversity of class in focus the methods of teaching include lectures, seminar classes, team work, presentations, assignments, etc

ASSESSMENT

- Weekly assessment/quizzes 20%
- Participation and attendance 10 %
- Oral presentation / annotated bibliography 10 %
- Midterm test 20%
- Final test/term test 40 %

COMPULSORY BIBLIOGRAPHY

- *-Introduction to communication studies, John Fiske, second edition, by Routledge*
- *-Communication Mosaics: A new introduction to the field of communication, Julia T. Wood, Wadsworth Publishing Company*
- *-The Art of Public Speaking, 6-th edition, Stephen E Lucas, McGraw Hill*

RECOMMENDED BIBLIOGRAPHY

- *Pearson J., Nelson P., An introduction to human communication, understanding and sharing.*
- *Mc Nair, B., Hyrje në komunikimin politik UET Press,.*
- *McQuail, D., Mass Communication Theory, London Sage,*
- *Munslow, A. Discourse and Culture, London: Routledge.*

Research Methodology

Course Syllabus	
Module:	Research Methodology
Cycle of study:	Second
Area of study	Language, Intercultural communication and tourism
Curricular Course	Master
Course:	II
Year/Term:	Second year / first
ECTS:	6 ECTS
Lectures	40 contact classes
Seminars:	20 contact classes
Course lecturers:	PhD Elvana Shtepani PhD Miranda Veliaj

COURSE DESCRIPTION

The course on Research Methodology provides an overview of the concepts, methods, and tools by which communication research is designed and how research is interpreted and critically evaluated. Information obtained from this course helps students become more knowledgeable in the field of research and develop skills in gathering, organizing, interpreting and presenting research information using competent and ethically defensible methods. The course introduces students to the differences between quantitative and qualitative research, role of the researcher, his assumptions about reality by placing emphasis on research in the workplace, the use of different methods, common statistical methods and the process of writing the thesis and preparing it for publication.

COURSE OBJECTIVES:

This course aims to help students master the concepts and technical vocabulary of communication research, and be able to use this language appropriately; to understand the relationship between research theory and research methods in the study of communication as a social science as well as to assess the ethical choices of researchers in conducting and presenting research. Other useful objectives relate to the comparison of the major research methods and to the development of necessary skills to conduct research in the field of communication as well as developing the ability to clearly communicate, both orally and in writing, the findings of original communication research.

LEARNING OUTCOMES:

Upon completing the course, students are expected to have acquired the necessary knowledge about different methods of scientific research in the field of communication and be trained to successfully carry out research from the first attempts at gathering data until reaching the necessary conclusions.

TEACHING METHOD

Teaching methods to be used are lectures, seminars, presentations, group discussions and various exercises to be carried out to clarify the issues.

ASSESSMENT

- Midterm: 20%
- project: 30%
- Attendance and active participation 10%
- Final 40%

COMPULSORY BIBLIOGRAPHY

- Frey, L. R., Botan, C. H., & Kreps, G. L. Investigating communication: An introduction to research methods (2nd ed.). Needham Heights, MA: Allyn & Bacon. (2000).
- Dawson, C. A practical guide to research methods, Spring Hill House, Spring Hill Road, Begbroke, Oxford OX5 1RX. United Kingdom, 2007

RECOMMENDED BIBLIOGRAPHY

Keyton , J. Communication Research: Asking Questions, Finding Answers McGraw-Hill Humanities/Social Sciences/Languages; 3 edition,2010
Reinard, J. Introduction to Communication Research, 4th Edition McGraw-Hill; 2007
Rubin, R. B., Palmgreen, P., & Sypher, H. E. Communication research measures: A sourcebook. New York: Guilford Press 1994
Johnson , B. & Christensen, L. Educational Research. Quantitative, Qualitative and mixed approaches. Allyn & Bacon, 2004

APPROVED BY

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