

RESEARCH METHODS IN COMMUNICATION

UNDERGRADUATE LEVEL | WORKLOAD: 60h | UFC

PROFESSOR

Dr. Francisco Paulo Jamil Marques

e-mail: marquesjamil@ufpr.br

UFPR, Edf. Pedro I, Room 520

COURSE DESCRIPTION

Developing a research project in Communication Studies. Objective statement. Literature review. Qualitative and quantitative research. Sample selection. Data collection techniques. Strategies to analyze text, image, and sound.

COURSE OVERVIEW

This course aims to assist students in all steps necessary to build a research project in Communication at the undergraduate level. The discussion is based on studies about Communication Research (objects, theories, methods, and epistemologies) and allows each student to grasp the main theoretical and empirical strategies currently employed in our field.

LEARNING OBJECTIVES

By the end of the semester, students will be able to:

1. Acknowledge the trends and characteristics of a research project in Communication.
2. Write a research project in Communication.
3. Comprehend the array of methods to choose the most appropriate for each situation.

CLASSROOM METHODOLOGY PROCEDURES

Each week, students will be expected to:

1. Attend the lectures.
2. Read mandatory texts.
3. Participate in the discussion in all class sections.
4. Analyze research projects developed by other researchers.
5. Attend one-on-one meetings.
6. Present a seminar about their projects.

COURSE SCHEDULE

Unit 1 – Paradigms of Communication Research: A brief overview.

Unit 2 – Research Project: definitions and characteristics.

Unit 3 – Academic writing.



@ponteufpr



@ponteufpr



@marquesjamil

Unit 4 – Building a research project in Communication Studies.

- Choosing a research topic.
- Defining the main questions.
- Stating the research objectives.
- Hypotheses.
- Theoretical Framework.
- Methods.
- References.

Unit 5 – Presenting and discussing individual research projects.

GRADING

After the first in-class meetings (when the professor presents and discusses each topic of a high-quality research project), the students must start outlining their respective research plans. Each one will receive feedback on the work in order to improve it.

- Research project (Part 1): Research questions, objectives, and hypotheses.
- Research project (Part 2): Literature review + Methods.

Evaluation of students enrolled in this course follows the criteria stated below:

- Review of mandatory readings: 20% of the final grade.
- Research project (Part 1): 20% of the final grade.
- Research project (Part 2): 20% of the final grade.
- Research project (final version): 40% of the final grade.

BACKGROUND READING MATERIALS

AMARAL, Adriana; FRAGOSO, Suely; RECUERO, Raquel. Métodos de pesquisa para internet. Porto Alegre: Sulina, 2012.

BAPTISTA, M. N.; CAMPO, D.C. Metodologias de pesquisa em ciências: Análises quantitativa e qualitativa. Rio de Janeiro: LTC, 2007.

BAUER, Martin; GASKELL, George. Pesquisa qualitativa com texto, imagem e som: um manual prático. Petrópolis, RJ: Vozes, 2002.

BECKER, Howard S. Segredos e truques da pesquisa. Rio de Janeiro: Zahar, 2007.

BELL, Judith. Projeto de Pesquisa. Guia para pesquisadores iniciantes em educação, saúde e ciências sociais. Porto Alegre, RS: Artmed, 2008.



@ponteufpr



@ponteufpr



@marquesjamil

CASTRO, Cláudio de Moura. A prática da pesquisa. Rio de Janeiro: Prentice Hall do Brasil, 2006.

CRESWELL, J. W. Projeto de Pesquisa: métodos qualitativo, quantitativo e misto. Porto Alegre: Artmed, 2010. 296 p.

DUARTE, Jorge; BARROS, Antonio (org.). Métodos e técnicas de pesquisa em Comunicação. São Paulo: Atlas, 2005.

ECO, Umberto. Como se faz uma tese. São Paulo: Perspectiva, 1983.

GIL, Antonio Carlos. Como elaborar projetos de pesquisa. 4. ed. São Paulo: Atlas, 2007.

GODOY, A. S. Introdução à pesquisa qualitativa e suas possibilidades. Revista de Administração (RAE), São Paulo, v. 35, n. 2, p. 57-63, mar. / abr. 1995.

KOCHE, J.C. Fundamentos de Metodologia Científica: Teoria da ciência e iniciação à pesquisa. 24ª ed. Petrópolis: Vozes, 2007.

LAVILLE, C. A construção do saber: Manual de metodologia da pesquisa em ciências humanas. Porto Alegre: Artes médicas Sul; Belo Horizonte: UFMG, 1999.

MINAYO, M. C. S.; SANCHES, O. Quantitativo-qualitativo: oposição ou complementaridade. Cadernos de Saúde Pública, Rio de Janeiro, v. 9, n. 3, p.239-262, 1983.

RUDIO, F. V. Introdução ao projeto de pesquisa científica. Petrópolis: Vozes, 2004.

+ Other materials assigned by the professor.



@ponteufpr



@ponteufpr



@marquesjamil