

**COURSE NAME: RESEARCH TECHNIQUES IN ADVERTISING**

**UFV CODE:** 1326 **ECTS:** 4.5

**TYPE OF COURSE:** T, 2C

**INTERNATIONAL CODE:** COM1326 **YEAR:** 3

**REQUIREMENTS:** ADP1317

**OBJECTIVES:** To understand the different types of scientific research. To know the different

types and techniques of social research in communications. To identify and analyze the subjects of social communications. To apply the best research and data

production and registration techniques in specific cases. To produce scientifically sound research papers

**COURSE DESCRIPTION:** Knowledge and science. Origin of knowledge. Main streams

in obtaining scientific knowledge. Objectivity and subjectivity in knowledge.

Concepts

of research. Research in the knowledge process. Types of research. Research techniques.

Research design. The scientific method. Practical methods: conversations, group discussions, polls, experiments, documents, metaevaluation techniques

**BIBLIOGRAPHY:** PIÑUEL, J.L. y GAITÁN, J.A.: Metodología general.

Conocimiento

científico e investigación en la comunicación social. Síntesis, Madrid 1995.

PIÑUEL, J.L.

y GAITÁN, J.A.: Técnicas de investigación en comunicación social. Elaboración y registro

de datos. Síntesis, Madrid 1998. FESTINGER, L y KATZ, D.: Los Métodos de Investigación en las Ciencias Sociales. Paidós, Buenos Aires 1972. GALTUNG, J.: Teoría

y Métodos de la Investigación Social. Eudeba, Buenos Aires 1971

**METHODOLOGY:** Theory classes and individual and team assignments

**EVALUATION:** Class attendance and participation. Individual assignments.

Group

assignments. Theory exam and practical exam

**PROFESSOR:** Luis Gonzalo Díez Álvarez **LANGUAGE:** Spanish