

**COURSE NAME:
METHODS AND TECHNIQUES OF RESEARCH IN COMMUNICATIONS**

UFV CODE: 1127 **ECTS:** 6.0

TYPE OF COURSE: T, 2C

INTERNATIONAL CODE: COM1127 **YEAR:** 3

REQUIREMENTS: JOU1117

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

types and techniques of social research in communications. To identify and analyse 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. Knowledge objectivity and subjectivity.

Research concepts.

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: Miguel Ortega **LANGUAGE:** Spanish