

# City University of Hong Kong

## Information on a Course offered by Department of Media and Communication with effect from Semester A in 2012-2013

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### Part I

Course Title: Qualitative Research Methods in Media and Communication

Course Code: COM8006

Course Duration: 1 semester

No. of Credit Units: 3

Level: R8

Medium of Instruction: English

Prerequisites: *(Course Code and Title)* None

Precursors: *(Course Code and Title)* None

Equivalent Courses: *(Course Code and Title)* None

Exclusive Courses: *(Course Code and Title)* None

### Part II

#### 1. Course Aims:

This course aims to introduce students to the logic, design, and pitfalls of qualitative research methods used in media and communication studies—including but not limited to in-depth interviews, ethnographic field study, participant observation, case study, historical analysis, discourse analysis, and focused group discussion.

## 2. Course Intended Learning Outcomes (CILOs)

*Upon successful completion of this course, students should be able to:*

No.	CILOs	Weighting (if applicable)
1.	Analyze the logic, design, and pitfalls of qualitative research in media and communication	20%
2.	Apply the general principles of qualitative analysis to evaluate major works in media and communication	20%
3.	Relate major techniques of qualitative analysis to a research topic of interest.	20%
4.	Conduct a study by using qualitative methods, to discover new knowledge in the relevant domain through innovative domain	40%

## 3. Teaching and learning Activities (TLAs)

*(designed to facilitate students' achievement of the CILOs)*

CILO No	TLAs	Hours/week (if applicable)
CILO 1	Lectures and discussion on the principles and fundamentals of qualitative research in media and communication	1
CILO 2	Analyze major works of qualitative research in the field	1
CILO 3	Develop a research proposal/paper in qualitative research	½
CILO 4	Present the research proposal/paper in a professional manner	½

## 4. Assessment Tasks/Activities

*(designed to assess how well the students achieve the CILOs)*

CILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
CILO 1	1 final exam (2 hours) on the principles and fundamentals of qualitative research in media and communication	25%	
CILO 2	1 review essay (10 pages) analyzing selected major works in qualitative media/communication research	25%	
CILO 3,4	1 full-length research proposal or paper (15-20 pages) applying appropriate qualitative research methods	40%	
CILO 3, 4	Present the research proposal/paper	10%	

## 5. Grading of Student Achievement:

Grading pattern: Standard (A+, A, A-....F). Grading is based on student performance in assessment tasks/activities.

## Part III

### Keyword Syllabus:

Communication research, media research, qualitative research methods, interview, ethnographic study, case study, historical analysis, focused group interview

### Recommend Reading:

#### 1. Required texts:

K. B. Jensen & N. W. Jankowski (Ed.). (1991). *A Handbook of Qualitative Methodologies for Mass Communication Research*. London: Routledge.

C. W. Mills (1959). *The Sociological Imagination*. New York: Oxford UP.

N. J. Smelser (1977). *Comparative Methods in the Social Sciences*. New York: Prentice Hall.

M. Weber (1978). The Methodology of the Social Sciences. In W. C. Runciman (Ed.), *Weber: Selections in Translation* (pp.65-134). London: Cambridge.

#### 2. Supplemental texts:

E. Oyen (1990). *Comparative Methodology*. London: Sage.

R. M. Emerson, R. I. Fretz., & L. L. Shaw (1995). *Writing Ethnographic Fieldnotes*. Chicago: University of Chicago Press.

C. Tilly (1984). *Big Structures, Large Processes, Huge Comparisons*. New York: Russell Sage Foundation.

#### 3. Major works in media and communication for analysis:

##### 3.1 Case study

D. Hallin (1986). *The “Uncensored” War: The Media and Vietnam*. New York: Oxford UP.

K. Lang & G. Lang (1983). *The Battle for Public Opinion: The President, the Press, and the Polls during Watergate*. New York: Columbia UP.

A. Sreberny-Mohammadi, & A. Mohammadi (1994). *Small Media, Big Revolution: Communication, Culture, and the Iranian Revolution*. Minneapolis: U of Minnesota Press.

C. C. Lee, J. M. Chan, Z. Pan, & C. So (2002). *Global Media Spectacle*. Albany: State U of New York Press.

##### 3.2 Ethnographic study

G. Tuchman (1978). *Making News*. New York: Free Press.

H. J. Gans (1979). *Deciding What's News*. New York: Pantheon.  
 T. Gitlin (1980). *The Whole World in Watching*. Berkeley: U of California Press.  
 M. Fishman (1980). *Manufacturing the News*. Austin: U of Texas Press.  
 B. Cohen (1963). *The Press and Foreign Policy*. Princeton: Princeton UP.

### 3.3 Reception analysis

D. Morley (1992). *Television, Audiences and Cultural Studies*. London: Routledge.

### 3.4 Text and Context

T. Liebes & E. Katz (1993). *The Export of Meaning*. Cambridge: Harvard UP.  
 W. Gamson (1992). *Talking Politics*. New York: Cambridge UP.

### 3.5 Historical analysis

M. Schudson (1979). *Discovering the News*. New York: Basic.  
 D. J. Czitrom (1982). *Media and the American Mind*. Chapel Hills: U of North Carolina Press.

### 3.6 Comparative system analysis

D. Hallin & P. Mancini (2004). *Comparative Media Systems*. New York: Cambridge UP.  
 C. Sparks (1998). *Communication, Capitalism, and the Mass Media*. London: Sage.  
 J. Downing (1996). *Internationalizing Media Theory: Transition, Power, Culture*. London: Sage.

### 3.7 Lessons and Pitfalls: Study of China's Media

G. Chu (1977). *Radical Change through Communication in Mao's China*. Honolulu: U of Hawaii Press.  
 M. K. Whyte (1974). *Small Group and Political Rituals in China*. Cambridge: Harvard UP.