



1. General information

Course: BASIC AND APPLIED RESEARCH IN COMMUNICATION

Type: CORE COURSE

Degree: 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION

Center: 12 - FACULTY OF COMMUNICATION

Year: 4

Main language: Spanish

Use of additional languages:

Web site:

Code: 16531

ECTS credits: 6

Academic year: 2023-24

Group(s): 30

Duration: First semester

Second language:

English Friendly: Y

Bilingual: N

Lecturer: AZAHARA CAÑEDO RAMOS - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
Despacho FCOM 2.06	DPTO. EN CONSTITUCIÓN		Azahara.Canedo@uclm.es	

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Knowing and interpreting the media and communication environment of today is part of the basic training of a student of Audiovisual Communication. Whether they want to focus their professional future on research or opt for a more practical itinerary, they must know and handle the tools that allow them to investigate the communication environment from an analytical-critical perspective. This will result in professionals capable of understanding and analysing the functions of the media, critically evaluating content, and making informed decisions as users and producers of media content.

4. Degree competences achieved in this course

Course competences

Code	Description
CB01	Possess and understand knowledge in an area of study that builds on the foundation of general secondary education and is at a level that relies on advanced textbooks and also includes knowledge from the cutting edge of their field of study.
CB03	Gather and interpret relevant data (usually within the area of study) in order to make value judgements that include a reflection on relevant social, scientific or ethical issues.
CB04	Convey information, ideas, problems and solutions for both specialist and non-specialist audiences.
CE05	Know and apply audiovisual documentation techniques.
CE06	Know the history of audiovisual genres through their aesthetic and industrial proposals.
CE07	Understand the relationships between the agents that influence audiovisual communication.
CE09	Differentiate the main contemporary cultural and artistic theories and currents of thought.
CE10	Analyse audiovisual formats in the context of the structure and markets of audiovisual communication.
CG01	Know the essential characteristics of communication, its elements and results, with the aim of understanding the communicative phenomena that occur in today's society.
CG02	Develop creativity to take risks in the definition of research or creative topics from an innovative perspective that contributes to the knowledge, interpretation or development of audiovisual languages and/or formats.
CG04	Expose the results of academic work in writing, orally or by other means, in accordance with the canons of the communication disciplines.
CG05	Know the constitutional values, ethical principles and deontological rules applying to audiovisual communication.
CG06	Know the state of the world and its recent historical evolution as well as acquiring the concepts necessary for understanding its political, economic, technological and sociocultural dimensions in such a way that they serve as an instrument in the resolution of professional problems and challenges.
CG07	Acquire the ability to work in a team, face collective challenges and cooperatively solve problems, respecting the diversity of the participants and of their contributions.
CT01	Learn a second foreign language.

5. Objectives or Learning Outcomes

Course learning outcomes

Not established.

Additional outcomes

6. Units / Contents

Unit 1: Introduction to communication research

Unit 2: Research design and phases

Unit 3: Theoretical framework and state of the art

Unit 4: Quantitative research

Unit 5: Qualitative research

Unit 6: Research results

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures		1.2	30	N	-	
Workshops or seminars [ON-SITE]	Workshops and Seminars		0.08	2	N	-	
Final test [ON-SITE]	Assessment tests		0.08	2	Y	Y	
Writing of reports or projects [OFF-SITE]	Assessment tests		2.4	60	Y	N	
Study and Exam Preparation [OFF-SITE]	Self-study		1.2	30	N	-	
Project or Topic Presentations [ON-SITE]	Individual presentation of projects and reports		0.48	12	Y	Y	
Group tutoring sessions [ON-SITE]	Group tutoring sessions		0.56	14	Y	N	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	40.00%	60.00%	
Oral presentations assessment	30.00%	0.00%	
Practicum and practical activities reports assessment	30.00%	40.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

The final exam, in the case of students who have taken the course through the continuous assessment option, will consist of the delivery of a research project proposal poster, the result of the continuous work done in class, and an oral presentation of the same. In addition, the evaluation of the activities carried out in previous courses will not be retained and the rules of plagiarism and spelling correction common to the Degree will be applied.

Non-continuous evaluation:

The final exam, in the case of students who have taken the course through the non-continuous evaluation option, will consist of a theoretical exam. Likewise, these students must submit on the day of the exam an internship report that demonstrates that they have acquired the basic practical skills that apply to the subject. In addition, the evaluation of the activities carried out in previous courses will not be retained and the rules of plagiarism and spelling correction common to the Degree will be applied.

Specifications for the resit/retake exam:

In all cases, whether the course has been taken in continuous or non-continuous evaluation mode, students must take a final exam whose value will be 100% of the final grade of the course. In addition, the evaluation of the activities carried out in previous courses will not be retained and the rules of plagiarism and spelling correction common to the Degree will be applied.

Specifications for the second resit / retake exam:

To pass the subject, it is mandatory to pass a exam that will be worth 100% of the grade. In addition, the evaluation of the activities carried out in previous courses and previous calls will not be retained and the rules of plagiarism and spelling correction common to the Degree will be applied.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Workshops or seminars [PRESENCIAL][Workshops and Seminars]	2
Final test [PRESENCIAL][Assessment tests]	2
Writing of reports or projects [AUTÓNOMA][Assessment tests]	60
Unit 1 (de 6): Introduction to communication research	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	2
Unit 2 (de 6): Research design and phases	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	4
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	3
Unit 3 (de 6): Theoretical framework and state of the art	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	4
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	2
Unit 4 (de 6): Quantitative research	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	2
Unit 5 (de 6): Qualitative research	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Study and Exam Preparation [AUTÓNOMA][Self-study]	4
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	2
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	3
Unit 6 (de 6): Research results	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	6
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4
Global activity	
Activities	hours
Study and Exam Preparation [AUTÓNOMA][Self-study]	30
Class Attendance (theory) [PRESENCIAL][Lectures]	30
Writing of reports or projects [AUTÓNOMA][Assessment tests]	60
Project or Topic Presentations [PRESENCIAL][Individual presentation of projects and reports]	12
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	14
Workshops or seminars [PRESENCIAL][Workshops and Seminars]	2
Final test [PRESENCIAL][Assessment tests]	2
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Demeter, Márton	Academic Knowledge Production and the Global South: Questioning Inequality and Under-representation	Palgrave Macmillan		978-3030527006	2020	
Igartua, Juan José y Humanes, María Luisa	Teoría e investigación en comunicación social	Sintesis		9788497562263	2004	
Neilson, Thai; Rheams, David	Research Methods for the Digital Humanities	Palgrave Macmillan	London	978-3-319-96712-7	2018	
Vílches, Lorenzo (coord.)	La investigación en comunicación. Métodos y técnicas en la era digital	Gedisa	Barcelona	978-84-9784-669-1	2011	
Goyanes, Manuel	Against dullness: on what it means to be interesting in communication research				2018	Artículo de revista: Manuel Goyanes (2018): Against dullness: on what it means to be interesting in communication research, Information, Communication & Society, DOI: 10.1080/1369118X.2018.1495248
Berganza, María Rosa; Ruiz San Román, José A. (coord.)	Investigar en Comunicación: guía práctica de métodos y técnicas de investigación social en comunicación	MacGraw-Hill	New York	978-8448198251	2005	
Rogers, Richard	Digital Methods	The MIT Press	Cambridge (US)	978-0262018838	2013	
White, Patrick	Developing Research Questions: A Guide For Social Scientists	Palgrave Macmillan	London	978-1403998156	2008	
Wimmer, Roger D.; Dominick, Joseph R.	La investigación científica de los medios de comunicación. Una introducción a sus métodos	Bosch	Barcelona	978-84-7676-359-X	1996	
Pulido, Marta (coord.)	Tendencias de investigación en comunicación	Egregius		978-8494697876	2017	
Igartua, Juan José	Métodos cuantitativos de investigación en comunicación	Bosch	Barcelona	9788497902717	2006	
Martínez Nicolás, Manuel (coord.)	Para investigar la comunicación. Propuestas teórico-metodológicas	Tecnos	Madrid	9788430948215	2008	
Goyanes, Manuel	Desafío a la investigación estándar en comunicación: crítica y alternativas	UOC	Barcelona	978-84-9116-676-4	2017	
Hernández Sampieri, Roberto; Fernández Carlos;	Metodología de la investigación	Mac Graw Hil	México DF	978-1-4562-2396-0	2003	

Baptista,
Elia.
Matilde; Barranquero, medios
Alejandro
García-
Jiménez,
Leonarda;
Torrado-
Morales,
Susana;
Sánchez-
Soriano,
Juan José
Jensen,
Klaus Bruhn
Braun,
Virginia y
Clarke,
Victoria

Metodologías de investigación en Comunicación y sus
Pensar la comunicación desde las periferias
La comunicación y los medios. Metodologías de
investigación cualitativa y cuantitativa.
Thematic Analysis: A Practical Guide

Sintesis
Madrid
Comunicación
Social
Fondo de
Cultura
Económica
Sagte

978-84-9077-
472-4
978-84-17600-
38-9
978-
1473953246

2017
2021
2014
2021

[https://study.sagepub.com/thematicanalysis?
_gl=1*r8tb1u*_ga*MTE6MDYzNDA0OS4xNjg0MjUyNzQ3*_ga_60R758KFDG*MTY4NzUzODI0MS4xMy4xLjE2ODc1MzgyOTMuOC4wLjA.*_ga_RK7MQ5ZZVZ*MTY4NzUzODI0MS45LjEuMTY4NzUzODI0MS4xMy4wLjAuMA..](https://study.sagepub.com/thematicanalysis?_gl=1*r8tb1u*_ga*MTE6MDYzNDA0OS4xNjg0MjUyNzQ3*_ga_60R758KFDG*MTY4NzUzODI0MS4xMy4xLjE2ODc1MzgyOTMuOC4wLjA.*_ga_RK7MQ5ZZVZ*MTY4NzUzODI0MS45LjEuMTY4NzUzODI0MS4xMy4wLjAuMA..)