



هيئة تقويم التعليم

Education Evaluation Commission

المركز الوطني للتقويم والاعتماد الأكاديمي

National Center for Academic Accreditation and Evaluation

## . COURSE SPECIFICATIONS (CS)

**Course title: Research Methods in Mass Media**  
**Course Code: 311med-<sup>3</sup>**

## Course Specifications

Institution : <b>Jazan University</b>	Date: <b>15-1-1439</b>
College/Department : <b>Faculty of Arts and Humanities - Press and Information Department</b>	

### A. Course Identification and General Information

1. Course title and code: <b>Research Methods in Mass Media- 311 Alam-3</b>	
2. Credit hours: <b>3Hours</b>	
3. Program(s) in which the course is offered. <b>(Press and Information program)</b>	
4. Name of faculty member responsible for the course <b>Dr. Yahya Ali Ibrahim</b>	
5. Level/year at which this course is offered: <b>Level 5</b>	
6. Pre-requisites for this course (if any): <b>None</b>	
7. Co-requisites for this course (if any): <b>None</b>	
<b>8. Location if not on main campus: College Complex of Babi Arish - Faculty of Arts and Humanities - Press and Information Department</b>	
9. Mode of Instruction (mark all that apply):	
a. traditional classroom	<input checked="" type="checkbox"/> What percentage? <input type="text" value="% 100"/>
b. blended (traditional and online)	<input type="checkbox"/> What percentage? <input type="text"/>
c. e-learning	<input type="checkbox"/> What percentage? <input type="text"/>
d. correspondence	<input type="checkbox"/> What percentage? <input type="text"/>
f. other	<input type="checkbox"/> What percentage? <input type="text"/>
Comments:	
The course is offered to regular students in the department, with a 100% pre-defined above.	

## B Objectives

1. What is the main purpose for this course?

**Developing the theoretical and practical capacities of the student in the field of scientific research in the media and its fields**

2. Briefly describe any plans for developing and improving the course that are being implemented. (e.g. increased use of IT or web based reference material, changes in content as a result of new research in the field)

1. **The educational content of the assessment is continuously subject to evaluation.**
2. **The diversity of methods of providing educational content.**
3. **the pursuit of the use of modern technology in lectures.**
4. **Encouraging students to benefit from modern digital resources, especially the Saudi Digital Library.**

## C. Course Description (Note: General description in the form used in Bulletin or handbook)

Course Description:

**"Teaching students the theoretical and practical aspects of scientific research approaches in the various media fields".**

\* Refer to the course description listed on the website of the Faculty of Arts and Humanities.

### 1. Topics to be Covered

List of Topics	No. of Weeks	Contact hours
<b>Introduction + definition of the course + syllabus + objectives</b>	<b>1</b>	<b>3</b>
<b>Introduction to scientific research methods + The emergence of scientific research in the media</b>	<b>1</b>	<b>3</b>
<b>The need for scientific research in media and media studies curricula</b>	<b>1</b>	<b>3</b>
<b>Types of Media Studies</b>	<b>1</b>	<b>3</b>
<b>Principles of Writing Research Plan</b>	<b>1</b>	<b>3</b>
<b>First monthly test</b>	<b>1</b>	<b>3</b>
<b>Key Elements of the Research Plan</b>	<b>1</b>	<b>3</b>
<b>Basic Components in Media Research 1 3</b>	<b>1</b>	<b>3</b>
<b>Methodological criteria in scientific research</b>	<b>1</b>	<b>3</b>
<b>Rules of Application of Scientific Methods in Media Research</b>	<b>1</b>	<b>3</b>
<b>Information Collection Tools</b>	<b>1</b>	<b>3</b>
<b>Second Periodic Test</b>	<b>1</b>	<b>3</b>
<b>Samples, types and use</b>	<b>1</b>	<b>3</b>

<b>Building questionnaire + content analysis</b>	<b>1</b>	<b>3</b>
<b>Technical aspects of scientific research</b>	<b>1</b>	<b>3</b>

2. Course components (total contact hours and credits per semester):

		Lecture	Tutorial	Laboratory/ Studio	Practical	Other:	Total
Contact Hours	Planned	45	--	-	-	-	45
	Actual	45	--	-	-	-	45
Credit	Planned	3	--	-	-	-	3
	Actual	3	-	-	-	-	3

3. Additional private study/learning hours expected for students per week.

<b>None</b>
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4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy

**On the table below are the five NQF Learning Domains, numbered in the left column.**

**First**, insert the suitable and measurable course learning outcomes required in the appropriate learning domains (see suggestions below the table). **Second**, insert supporting teaching strategies that fit and align with the assessment methods and intended learning outcomes. **Third**, insert appropriate assessment methods that accurately measure and evaluate the learning outcome. Each course learning outcomes, assessment method, and teaching strategy ought to reasonably fit and flow together as an integrated learning and teaching process. (Courses are not required to include learning outcomes from each domain.)

Code #	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
<b>1.0</b>	<b>Knowledge by the end of this course the student should be able to</b>		
1.1	<b>define science, scientific research and scientific research methodology.</b>	Lectures	Discussions
1.2	<b>define the basic rules of scientific research and methods.</b>	Lectures	Discussions
<b>2.0</b>	<b>Cognitive Skills</b>		
2.1	<b>Define on science and scientific research and its participatory methods .</b>	Student's Participation	Discussions
2.2	<b>Write a training module for the research plan.</b>	Student's Participation	Discussions
<b>3.0</b>	<b>Interpersonal Skills &amp; Responsibility</b>		
3.1	<b>individual duties.</b>	Monthly patch tests	Correction
3.2	<b>Working within small student groups.</b>	Research papers	Correction

<b>4.0</b>	<b>Communication, Information Technology, Numerical</b>		
4.1	<b>Training the student to deal with modern information technology.</b>	Lectures	Participation & discussions
4.2	<b>Instructing students to deal with reliable sources.</b>	Lectures	Participation & discussions
<b>5.0</b>	<b>Psychomotor</b>		
5.1			
5.2			

5. Schedule of Assessment Tasks for Students During the Semester			
	Assessment task (i.e., essay, test, quizzes, group project, examination, speech, oral presentation, etc.)	Week Due	Proportion of Total Assessment
1	<b>Monthly test</b>	<b>Sixth week</b>	<b>10</b>
2	<b>Monthly test</b>	<b>Sixth week</b>	<b>10</b>
3	<b>Final exam</b>	<b>last week</b>	<b>60</b>
4	<b>Attendance in lectures</b>	<b>weekly</b>	<b>10</b>
5	<b>Participation</b>	<b>weekly</b>	<b>10</b>

#### D. Student Academic Counseling and Support

<p>1. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)</p> <p>1- <b>The academic guidance committee in the department.</b></p> <p>2. <b>Each member of the department is an academic advisor to a group of students.</b></p> <p>3. <b>Academic counselors are assigned 10 hours a week for students.</b></p>
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#### E Learning Resources

<p>1. List Required Textbooks</p> <p>1- <b>Mohammed Al-Hizan, Media Research</b></p> <p>2- <b>Samir Mohamed Hussein, Media Research</b></p>
<p>2. List Essential References Materials (Journals, Reports, etc.)</p> <p>1 - <b>Ahmed Badr, research methods in communication, public opinion and international media</b></p>
<p>3. List Electronic Materials, Web Sites, Facebook, Twitter, etc.</p> <p>1-Internet.</p> <p>2- The Saudi Digital Library</p>

4. Other learning material such as computer-based programs/CD, professional standards or regulations and software.  
None

### F. Facilities Required

Indicate requirements for the course including size of classrooms and laboratories (i.e. number of seats in classrooms and laboratories, extent of computer access, etc.)

1. Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)

1- **Classrooms.**

2- **The capacity of the hall is 60 students.**

2. Technology resources (AV, data show, Smart Board, software, etc.)

**There are no.**

3. Other resources (specify, e.g. if specific laboratory equipment is required, list requirements or attach list)

**Not available.**

### G Course Evaluation and Improvement Processes

1. Strategies for Obtaining Student Feedback on Effectiveness of Teaching

1- **Analyzing the students' final results.**

2 - **Student questionnaires containing the assessment of the course and the professor /professors of the course.**

2. Other Strategies for Evaluation of Teaching by the Instructor or by the Department

1. **Pursuing revision of the decision.**

2 - **Seeking to modernize the tools.**

3 - **stand on the series of evaluation** procedures.

3. Processes for Improvement of Teaching

1 - **the tendency to take advantage of modern teaching techniques.**

2- **Raising the student's participation and interaction within the study hall.**

3 - **Encouraging students to visit libraries and find out the latest references related to the course.**

4. Processes for Verifying Standards of Student Achievement (e.g. check marking by an independent member teaching staff of a sample of student work, periodic exchange and remarking of tests or a sample of assignments with staff at another institution)

**Not available now.**

5. Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement:-


1 - **Holding scientific workshops within the department to consider the development of courses.**

- 2 - directing the section in the direction of complexity, which achieves a greater amount of specialized presentation of the course.
3. Work on updating the different sources of learning.

Name of Course Instructor: **Dr. Yahya Ali Ibrahim**

Signature:  \_\_\_\_\_ Date Specification Completed: **15-1-1439** .

Program Coordinator: Ali bin Mohammed al-Somali \_\_\_\_\_

Signature:  \_\_\_\_\_ Date Received: \_\_\_\_\_