**Media Research Methods**

Prof. Chiara Giaccardi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Based on recognition of the circularity between theory and empirical research in the media field, the course aims to provide a series of elements and methodological tools for research in the field of media and communication. The aim is, therefore, to encourage understanding of the function of the media system in the social context, both to promote the capacity for applied understanding and to make it possible to conceive, organise and conduct an empirical research project. By the end of the course, students will be able to conduct and write a research project, choosing the most suitable method for the goals of the study.

***COURSE CONTENT***

The first part of the course will cover a number of key passages from the studies on media in light of the research and methodological tools that have contributed to the shift in theoretical paradigms. With contributions from visiting experts, the second part of the course will present particularly relevant case studies related to innovative methodologies, areas and crucial issues today, including the topic of artificial intelligence and its applications for teaching and research.

***READING LIST***

- R. Stella (et al.), Sociologia *dei new media*, UTET 2018, chap. 4, chap. 7

- The essays that will be mentioned during the course and made available on Blackboard

- Course slides.

***TEACHING METHOD***

The course will be delivered by means of frontal lectures with the support of multimedia materials; professional communication researchers will also present case studies to provide students with concrete examples of methodology in action.

***ASSESSMENT METHOD AND CRITERIA***

Students are invited to actively participate in class, interacting with the guests who present case studies and using the interactive tools offered by the platforms in use.

The final assessment will consist of a written exam.

Attending students will have the possibility to replace the reading list for the course with a research project work based on a topic that must be approved by the lecturer and then discussed orally.

Further instructions concerning the writing and organisation of the project work will be illustrated in class.

***NOTES AND PREREQUISITES***

Attendance is not mandatory but encouraged.

Students can find the course material and lecture slides at *http://docenti.unicatt.it/ita/chiara\_giaccardi/* and on Blackboard. Students can contact Prof. Giaccardi using the following address: chiara.giaccardi@unicatt.it*.*

Students must have basic knowledge of the main media theories.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.