



Faculté des sciences économiques, sociales et politiques

ESPO

COMU2133 Methodology

[30h+15h exercices] 5 credits

This course is taught in the 1st and 2nd semester

Teacher(s): Gérard Derèze
Language: french
Level: 2nd cycle course

Aims

To provide students with the methods and techniques necessary for the empirical (essentially content analysis and the quasi ethnographical approach) and quasi experimental approach to the products and processes of communication and their effects.

Main themes

The various topics addressed will be integrated into the elaboration of students, end of course studies, and into an epistemological reflection. Students will also be involved through exercises in the implementation of methodological procedures.

Content and teaching methods

Covering methods and techniques relating to:

- empirical (quasi ethnographic) observation in situations of social and communicational interactions;
- content analysis;
- narratological and pragmatic approaches;
- the construction of (quasi experimental) measures for verifying hypotheses relating to certain variables in the communication processes.

Exercise sessions will enable students to acquire a concrete understanding of these methods and techniques.

Special sessions will be arranged to support and structure work associated with completing the end-of course thesis.

Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)

Assessment: Assessment will be ongoing. There will also be an examination.

Course notes and support for exercises.

Sessions including exercises and supervision to help 'launch' the end-of-course thesis. The course will require supervision from Assistants.

Other credits in programs

COMU21/AM	Première licence en information et communication (Analyse des médias)	(5 credits)	Mandatory
COMU21/J	Première licence en information et communication (Journalisme)	(5 credits)	Mandatory
COMU21/MS	Première licence en information et communication (Médiation des savoirs)	(5 credits)	Mandatory
COMU21/RP	Première licence en information et communication (Relations publiques et communication d'organisation)	(5 credits)	Mandatory
COMU22/J	Deuxième licence en information et communication (Journalisme)	(5 credits)	
COMU22/MS	Deuxième licence en information et communication (Médiation des savoirs)	(5 credits)	