Course Specifications
Valid as from the academic year 2019-2020

Content and Textual Analysis (K001248)

Course size
Credits 5.0
Study time 150 h
Contact hrs 45.0 h

Course offerings and teaching methods in academic year 2019-2020
A (semester 1) English guided self-study 5.0 h
lecture 15.0 h
group work 15.0 h
practicum 5.0 h
seminar: coached exercises 5.0 h

Lecturers in academic year 2019-2020
Dhaenens, Frederik PS01 lecturer-in-charge
Van Leuven, Sarah PS01 co-lecturer

Offered in the following programmes in 2019-2020
Offered in the following programmes in 2019-2020 crds offering
Bachelor of Science in Social Sciences (main subject Communication Studies) 6 A
Bachelor of Science in Social Sciences (main subject Political Sciences) 6 A
Bachelor of Science in Social Sciences (main subject Sociology) 6 A
Bachelor of Science in Communication Science 5 A
Exchange Programme in Political and Social Sciences 5 A

Teaching languages
English

Keywords
Content analysis, textual analysis, research methods, media and communication theory

Position of the course
This course focuses on the study of media content and media texts. It starts from the argument that, without disregarding the value of production and audience studies, media content and texts cannot be dismissed in the study of media and communication. Hence, the aim of this course is to provide an overview of the diverse research methods that deal with media content and media texts.

Contents
The course starts with a conceptual discussion to elucidate similarities and differences between media content and media texts. Second, the course offers an overview of different approaches and debates regarding the study of diverse media content and texts (e.g., print media, audiovisual media,…). For the greater part, this course elaborates and illustrates contemporary quantitative and qualitative approaches. Particularly, students are instructed on how to conduct specific quantitative and qualitative analyses of media content and media texts. Last, students within this course are expected to conduct a content and textual analysis.

Initial competences
This course builds up on knowledge from first bachelor courses Communication Science and Research Methods in Social Science, and second bachelor courses Encyclopedia of Communication Sciences, Quantitative Methods, and Qualitative Methods.

Final competences

(Approved)
1. The student can formulate a valid scientific research question on a topic that relates to the analysis of media content and media texts.

2. The student knows how to set up a scientifically and methodologically correct research design.

3. The student possesses the methodological knowledge and skills of data selection, processing and analysis to successfully conduct a content and textual analysis on their own.

4. The student has an investigative, problem-oriented and critical attitude towards media-related phenomena and scientific research results with regard thereof.

5. The student recognises the multi-layered and complex character of media content and media texts.

6. The students are able to clearly and concisely communicate their research to fellow students.

7. The students are able to successfully conduct a content and textual analysis in group.

Conditions for credit contract
Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract
This course unit cannot be taken via an exam contract

Teaching methods
Guided self-study, group work, lecture, practicum, seminar: coached exercises

Extra information on the teaching methods
This course combines different teaching methods:
Lecture: offering an introduction to key methods, method-related theories and concepts, and contemporary debates prevailing in the research of media content and texts.
Seminar (coached exercises) and practicum: The lecturers will coach students in learning to use particular methods to analyze media content and texts during practica.
Group work: Small groups of students will choose two methods and use them to study two particular cases.
Self-reliant study activities: students individually and independently process and assess additional scholarly literature that deals with the content of the course, as preparation to the formal lectures.

Learning materials and price
Downloadable Powerpoint slides
Personal notes
Additional scholarly literature (max. 2 book chapters or articles per seminar)

References

Course content-related study coaching
Interactive support through Minerva (information about exam, additional documents,...)
Coaching: Frederik Dhaenens and Sarah Van Leuven (by appointment)

Evaluation methods
continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation
Participation, assignment

Possibilities of retake in case of permanent evaluation
examination during the second examination period is possible in modified form

Extra information on the examination methods
This course uses a permanent evaluation (i.e. participation, group work).
The students are expected to participate during the seminars and will work in small groups on two particular assignments (one content analysis, one textual analysis) and will prepare a report that presents the results of both assignments.

Calculation of the examination mark
Continuous assessment (100%)

(Approved)
In case the input of the different team members is clearly different, the examination mark per student in one team can be different. Students’ final score for their group assignment can be changed based on the outcome of students’ confidential peer feedback of their group members.

Facilities for Working Students
After consultation with lecturer-in-charge.