

Course description template for Media Research Methods

1- Course Name
Media research methodologies
2-code The course
Mrm
3- Term/Year
2025-2026
4- Date this description was prepared
15/11/2025
5- Available forms of attendance
My presence
6- Total number of study hours
60
7- Name of the course coordinator
Dr. Muhammad Jamal Al-Tayf
8- Course Objectives
1-The student should understand the concept of scientific media research. 2- The student should understand the scientific variables in media research. 3- The student should understand how to formulate research titles in media research. 4- The student should learn how to write scientific sources and references in media research. 5- The student should understand how to use statistical equations in media research. 6- The student should understand how to write a graduation research paper in the fourth stage.

9- Teaching and learning strategies

Relying on theoretical and practical education to develop personal skills in the field of media scientific research1-

2- Time management and prioritization skills, along with the ability to work in an organized manner.

3- All students, regardless of their roles, participate in formulating scientific research titles as part of the practical work.

4- Diversifying the use and application of multiple and modern educational methods to increase the student's desire to learn and develop himself.

5- Interactive education and involving the student in writing the research paper and preparing for writing the graduation research in the fourth stage.

6- Training in writing scientific media research papers

10- Course structure

Evaluation Method	Learning method	Unit name	Learning outcomes	Hours	Week
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The concept of scientific research	The student should learn the concept of scientific research.	2	1
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Types of variables in media research	The student should be able to identify the types of variables.	2	2
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Research community and sample	The student should understand the concepts of research population and sample.	2	3

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Sampling selection criteria	The student should explain the types of samples.	2	4
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Media research vocabulary	The student should explain the vocabulary of media research.	2	5
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Scientific methodologies in media research	The student should be aware of the different types of scientific curricula.	2	6
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Applying theory in media research	The student should demonstrate the application of theory in media research.		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Analysis of audio and video content	The student should be able to identify and analyze audio and visual content.	2	8
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Previous studies in media research	The student should be aware of previous studies.	2	9
Electronic, written, oral, and direct question tests		First Month Written Exam - First Semester	Written test	2	10

Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Using questionnaires in media research	The student should understand the importance of using questionnaires in scientific research.	2	11
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Scientific observation in media research	The student should explain the scientific observation.	2	12
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Scientific interview	The student should explain the scientific interview.	2	13
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Steps to building the scale	The student should understand the steps involved in constructing the scale.	2	14
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on	Steps for content analysis	The student should explain the concept of content analysis.	2	15

	the general circumstances.				
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Content analysis categories and units	The student should be familiar with the categories and units of content analysis.	2	16
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	The concept of statistics and its importance in media research	The student should explain the statistical processes in media research.	2	17
Electronic, written, oral, and direct question tests	Lectures and discussions will be held in person or electronically, depending on the general circumstances.	Percentage and how to calculate it	The student should explain the percentage and how to calculate it.	2	18
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	arithmetic mean	The student should explain the arithmetic mean.	2	19
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Median and mode	The student should understand the median and the mode.	2	20

	My presence	Written exam	First Month Exam – Second Semester	2	21
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	The concept of content analysis	To explain to the student the concept of content analysis	2	22
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Calculating frequencies and percentages	The student should learn to calculate frequencies and percentages.	2	23
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Search tables, results interpretation, and explanation	The student should understand the research tables.	2	24
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Formulating research titles in media studies	The student should know how to formulate research titles.	2	25
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	How to write sources and references in media research	The student should learn how to write research sources and references in a proper manner.APA	2	26
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	Practical computer exercises in writing references and sources	The student should understand practical exercises in writing sources and references.	2	27
Electronic, written, oral, and	Delivering lectures and	Writing a research paper	The student should learn how	2	28

11- Course Evaluation

The grade out of 100 is distributed according to the tasks assigned to the student, such as daily preparation, daily oral exams, and monthly exams.

Editorial and reporting...etc.

20 marks for the first semester)15My theory and5practical(

20 (marks for the second semester)15My theory and5practical

60 degrees on theAFinal exam Annual effort grade 40

12- Learning and teaching resources

University of Dhi Qar curriculum–Faculty of Media–
Digital Media Department

Dr. Kamel Hassoun Al-Qayem–Scientific research
methods

Dr. Salman Al-Mashhadani–Media research
methodologies

direct question tests	discussions in person		to write scientific research papers.		
Electronic, written, oral, and direct question tests	Delivering lectures and discussions in person	A comprehensive lecture covering all the vocabulary studied throughout the academic year.	A comprehensive review of the curriculum's vocabulary	2	29
		Written exam	Second Monthly Exam – Second Semester	2	30

