

*The Federal state autonomous educational institution of higher
education "Peoples' Friendship University of Russia"*

Faculty of Philology

Recommended by ISSC

PROGRAM OF DISCIPLINE

Name of the discipline

Methodology of Scientific Research

Recommended for the direction of training / specialty

42.06.01 Mass Media and Information and Library Science

Graduate's Degree

Researcher. Teacher-Researcher.

Programs:

10.01.10 Journalism

**Moscow
2021**

1. Objective of the discipline (module):

The program is aimed at training highly qualified scientific and scientific-pedagogical personnel, forming and developing their competencies in accordance with the professional standard, as well as the final original scientific research that contributes to the creation, expansion and development of scientific knowledge in the field of journalism, mass communications and media research. The main goal of studying the discipline "Methodology of Scientific Research" is to form an in-depth view of the basic methods of theoretical research, issues of modeling in scientific research, which allows the choice of direction of scientific research. While studying the course specialists learn how to search, accumulate and process scientific information, as well as to process and design scientific research

2. The discipline (module) in the structure of EPHE:

The discipline "Methodology of Scientific Research" belongs to the variative part of Block 1 and Block 2 of the curriculum. Table 1 shows preceding and subsequent subjects aimed at forming competencediscipline in accordance with the matrix of competences.

Table № 1

Previous and subsequent disciplines aimed to form competencies

№ п/п	Code and name of competencies	Previous disciplines	Subsequent disciplines
General professional competences			
1	GPC-1 ability to independently carry out research activities in the relevant professional area using modern research methods and information and communication technologies	Methodology and methods of media research	
2	GPC-2 readiness to teach in the main educational programs of higher education	Methodology and methods of media research	
Professional competences			
3	PC-1 mastery of the methodology of theoretical and experimental research in journalism, mass media, and related fields of humanitarian knowledge;	Methodology and methods of media research	
4	PC-2 ability to develop new research methods and apply them in independent research activities in the field of journalism, media and related fields of humanitarian knowledge, taking into account the rules of respect for copyrights;	Methodology and methods of media research	
5	PC-3 mastery of the modern scientific paradigm in the field of mass communications and the ability to integrate and actualize the results of their own research within the scientific paradigm;	Methodology and methods of media research	
6	PC-4 readiness to identify and justify topical problems for media research, conduct them independently, develop	Methodology and methods of media research	

	methodology, programs, methods, analyze and present the results;		
7	PC-5 readiness to teach disciplines related to the field of study and media education in various forms, to develop educational and methodological materials, and to improve their teaching qualifications;	Methodology and methods of media research	
Universal competences			
8	UC-1 ability to critically analyze and evaluate modern scientific achievements, generate new ideas when solving research and practical problems, including those in interdisciplinary areas;	Methodology and methods of media research	
9	UC-2 ability to design and conduct complex research, including interdisciplinary research, based on a holistic systemic scientific worldview, using knowledge of the history and philosophy of science;	Methodology and methods of media research	
10	UC-3 readiness to participate in the work of Russian and international research teams to solve scientific and scientific-educational problems.	Methodology and methods of media research	

3. Requirements to PhD-students on finishing the course:

PhD-students are expected to master the following universal competences:

Universal competences:

UC-1 ability to critically analyze and evaluate modern scientific achievements, generate new ideas when solving research and practical problems, including those in interdisciplinary areas;

UC-2 ability to design and conduct complex research, including interdisciplinary research, based on a holistic systemic scientific worldview, using knowledge of the history and philosophy of science;

UC-3 readiness to participate in the work of Russian and international research teams to solve scientific and scientific-educational problems.

As a result of studying the discipline, the student must:

Know: the main provisions of the theory of knowledge; methods of empirical level of research; methods of theoretical level of research; the main stages of scientific research; measuring instruments and their characteristics; basic concepts and definitions of the theory of error.

Be capable to: design the results of information retrieval and scientific research; correctly select the means of measuring physical parameters; competently organize the experiments and obtaining results; take into account the measurement errors; competently process and summarize the results of experiments.

Master: skills of independent work with literature to find information about individual definitions, concepts and terms, explaining their application in practical situations; solving theoretical and practical typical and systemic problems related to professional activities; logical creative and systemic thinking.

4. The scope of the discipline and types of activities

The overall workload of the discipline is 4 credits.

Types of activities	Всего часов	Семестры			
		1	2	3	4
Classroom activities (total)	144	72	72		
<i>Lectures</i>	72	36	36		
<i>Practical lessons/Seminars</i>	72	36	36		
<i>Laboratory activities</i>					
<i>Control</i>					
Independent work (total)	216	108	108		
Overall workload hours					
Credits					

5. Content of the discipline

5.1. Content of the units of the discipline

№	Units	Content of the units(topics)
1	Basic concepts of scientific research. Scientific research and scientific information	Definition of the basic concepts of scientific knowledge (problem, hypothesis, theory, etc.). Definition of the concepts of methodology, method, methodology. Types of methods and methodologies.
2	Methodology of scientific research	Scientific research in journalism: content of research, area of research, nature, purpose, subject. Objects and subjects of research.
3	Formulating hypotheses and constructing theories	Requirements for the scientific position of the thesis. Methods for proving the validity of scientific statements of conclusions, and recommendations: analytical, experimental and validated
4	Sampling procedures	The method of sample construction. Importance of sampling in research, parameters for calculating the sampling frame
5	Methods of scientific research	Empirical, theoretical and general logical methods. Quantitative and qualitative research methods. How to choose a research method. Special methods of scientific research in journalism and the media. Their role and place in scientific research in journalism and the media. Pros and cons: content analysis, questionnaire surveys, focus groups.
6	Data collection. Variables and methods	Types of data in research on journalism and media, dependent and independent variables. Data sources. Finding sources offline and online. content analysis, questionnaire survey, focus groups
7	Data analysis and processing methods	The process of data analysis. Types of data in research. Confirmation of the validity of information about the subject under study. Verification methods: comparative, data inquiry

8	Basics of scientific work and registration of the results of scientific activity. Fundamentals of scientific research	Types of scientific research by subject, source of funding and duration. Basic and applied research. Candidate's dissertation. Writing methodology, the order of defense.
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5.2. The units of the discipline and activities

№	Units	Lect.	Pract/ Sem	Lab.	Control	Ind.	Total/ Hours
1.	Basic concepts of scientific research. Scientific research and scientific information	6	6				12
2.	Methodology of scientific research	6	6				12
3.	Formulating hypotheses and constructing theories	6	6				12
4.	Sampling procedures	12	12				24
5.	Methods of scientific research	10	10				20
6.	Data collection. Variables and methods	16	16				32
7.	Data analysis and processing methods	8	8				16
8.	Basics of scientific work and registration of the results of scientific activity. Fundamentals of scientific research	8	8				16
							144

6. Laboratory work (if needed) - No laboratory works

7. Practical lessons (seminars)

№ п/п	№ of units	Topics	Hours
1	1	Basic concepts of scientific research. Scientific research and scientific information	6
2	2	Methodology of scientific research	6
3	3	Formulating hypotheses and constructing theories	6
4	4	Sampling procedures	12
5	5	Methods of scientific research	10
6	6	Data collection. Variables and methods	16
7	7	Data analysis and processing methods	8
8	8	Basics of scientific work and registration of the results of scientific activity. Fundamentals of scientific research	8

8. Material and technical support:

multimedia classroom, computer, Internet access, smart board

9. IT support

a) IT and technical support:

multimedia classroom, computer, Internet access, smart board, library reading room.

б) databases, reference information and search facilities:

1. <http://www.rad.pfu.edu.ru/>

2. www.libfl.ru

3. www.portalus.ru

4. www.project.phil.pu.ru

5. www.lib.fl.ru

6. www.gutenberg.net

7. www.ipl.org

8. www.theeuropeanlibrary.org; www.epoch-net.org

9. http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z0_0358/st000/htm

10. <http://www.philosophy.ru/library/witt/01/01.html/>

10. Methodological support and learning materials:

a) Basic list of references:

1. Бакулев Г.П. Массовая коммуникация. Западные теории и концепции. М.: Аспектпресс, 2005. 176 с. 20 экз.

2. Березин, В.М. Экранная коммуникация в современном информационном обществе [Текст/электронный ресурс] : Учебное пособие. - М. : Изд-во РУДН, 2008. - 347 с. - (Приоритетный национальный проект "Образование": Развитие мультикультурной образовательной среды международного классического университета). - 117.97. 18 экз.

3. Бониц, М. Научное исследование и научная информация / М.Бониц. - М. : Наука, 1987 3 экз

4. Бургин, Н. С. Введение в современную точную методологию науки : Структуры систем знания: пособие для студентов вузов / Н.С. Бургин, В.И. Кузнецов. - М. : Аспект Пресс, 1994. - 304 с. – 1 экз.

5. Быков, Алексей Юрьевич. История зарубежной журналистики [Текст/электронный ресурс] : Учебник для бакалавров / Под общ. ред. С.А.Михайлова. - Электронные текстовые данные. - М. : Юрайт, 2014. - 366 с. - (Бакалавр. Базовый курс). - ISBN 978-5-9916-3199 : 329.01. 20 экз.

6. Вестник РУДН Серия Литературоведение. Журналистика. 7. В творческой лаборатории журналиста [Текст/электронный ресурс] : Учебнопрактическое пособие / Сост. и общ. ред. В.М.Кривошеева. - 2-е изд., стереотип. ; Электронные текстовые данные. - М. : Университетская книга, 2012. - 192 с. - ISBN 978-5-98699-129-0 : 220.00. 50 экз. 8. Ван, Лэй. Новые тенденции телекоммуникации в Китае (1980-2010 гг.) [Текст] : Автореф. дис. ... канд. филолог. наук: 10.01.10 / РУДН. - М., 2010. - 18 с. - 0.00.

9. Введение в мировую журналистику. От Античности до конца 18 века [Текст/электронный ресурс] : Учебно-методический комплект (учебное пособие, хрестоматия): В 3-х т. Т.1 / Под ред. Я.Н.Засурского. - 2-е изд., испр. и доп. ; Электронные текстовые данные. - М. : Аспект Пресс, 2012. - 432 с. - (Учебник нового поколения). - ISBN 978-5-7567-0650-5 : 420.00. 31 экз. 10. Гегелова, Наталья Сергеевна. Культурная миссия телевидения [Электронный ресурс] : Монография. - М. : Изд-во РУДН, 2011. - 263 с. : ил. - ISBN 978-5-209- 03533-6 : 200.00.

11. Гончаров, С. С. Введение в логику и методологию науки / С.С. Гончаров, Ю. Л. Ершов, К. Ф. Самохвалов. - Новосибирск : Интерпракс, 1994. - 254 с. – 5 экз.

12. Грабельников, А.А. Организация информационного производства на телевидении [Текст/электронный ресурс] : Учебное пособие. - М. : Изд-во РУДН, 2008. - 250 с. - (Приоритетный национальный проект "Образование": Развитие мультикультурной образовательной среды международного классического университета). - 89.56.

13. Денисенко, Анастасия Владимировна. Журнал "Синтаксис" в контексте журналистики русского зарубежья [Текст] : Автореф. дис. ... канд. филолог. наук: 10.01.01 / РУДН. - М., 2010. - 18 с. - 0.00. 1 экз.
14. Десюк, Денис Вячеславович. Специфика отражения темы спорта на современном российском телевидении (телеканал "Спорт" 2003 - 2009 гг.) [Текст] : Автореф. дис. ... канд. филолог. наук: 10.01.10 / РУДН. - М., 2010. - 18 с. - 0.00. 19 экз.
15. Добросклонская, Татьяна Георгиевна . Язык средств массовой информации [Электронный ресурс] : Учебное пособие. - 2-е изд. ; Электронные текстовые данные. - М. : КДУ, 2011. - ISBN 978-5-98227-796-1.
16. История зарубежной журналистики. 1800-1929 [Текст/электронный ресурс] : Учебно-методический комплект (учебное пособие, хрестоматия) / Под ред. Я.Н.Засурского. - 2-е изд., испр. и доп. ; Электронные текстовые данные. - М. : Аспект Пресс, 2012. - 416 с. - (Учебник нового поколения). - ISBN 978-5-7567-0667-3 : 440.00. 22 экз.
17. Корконосенко Сергей Григорьевич. Теория журналистики: моделирование и применение [Текст/электронный ресурс] : Учебное пособие. - Электронные текстовые данные. - М. : Логос, 2013. - 248 с. - (Новая университетская библиотека). - ISBN 978-5-98704-471-1 : 298.00. 10 экз.
18. Малаховская, Вера Владимировна. Французская пресса конца 20 - начала 21 в.: от элитарности к массовости? Методы антикризисной редакционной политики (газета "Монд") : Учебное пособие. - М. : Изд-во РУДН, 2011. - 48 с. - 60.00. 5 экз.
19. Махонина, С.Я. История русской журналистики начала 20 века [Электронный ресурс] : Учебное пособие / Махонина С. Я. - 5-е изд., стереотип. ; электронные текстовые данные. - Москва : Флинта, 2011. - 240. - ISBN
20. Моль А. Социодинамика культуры. М.: КомКнига, 2005. – 2 экз.
21. Прутцков, Григорий Владимирович. История зарубежной журналистики. 1929-2013 [Текст/электронный ресурс] : Учебно-методический комплект (учебное пособие, хрестоматия) / Под ред. Я.Н.Засурского. - Электронные текстовые данные. - М. : Аспект Пресс, 2013. - 432 с. - (Учебник нового поколения). - ISBN 978-5-7567-0689-5 : 530.00. 23 экз.
22. Терин В.П. Массовая коммуникация. Исследование опыта Запада. М.: Изд-во МГИМО, 2000. – 1 экз. 23. Федотова Л.Н. Социология массовой коммуникации. М., 2003. – 1 экз.
24. Федотова, Л. Н. Социология массовой коммуникации. – М. : Юрайт, 2009. 1 экз.
25. Федотова Лариса Николаевна. Социология массовой коммуникации [Текст] : Монография / Л. Н. Федотова. - М. : Аспект Пресс, 2002. - 238 с. : ил. - ISBN 5-7567-0185-0 : 68.25. – 50 экз..
26. Федотова, Л. Н. Социология рекламной деятельности. – М.: Издательство Московского университета, 2014. 31 экз.
27. Хочунская, Людмила Викторовна. Деонтология журналистики [Текст/электронный ресурс] : Учебно-методический комплекс. - Электронные текстовые данные. - М. : Изд-во РУДН, 2013. - 258 с. - ISBN 978-5-209-05023-0 : 197.39. 5 экз
28. Цвык, Владимир Анатольевич. Профессиональная этика: основы общей теории [Текст/электронный ресурс] : Учебное пособие. - М. : Изд-во РУДН, 2010. - 288 с. - ISBN 978-5-209-03424-7 : 210.00. 92 экз

2) *additional list of references:*

1. Алгави, Лейла Омаровна. Журналистика эпохи Екатерины 2 [Текст/электронный ресурс] : Учебно-методическое пособие. Ч.1. - Электронные текстовые данные. - М. : Изд-во РУДН, 2007. - 40 с. - 40.00. - 5 экз.
2. Алгави, Лейла Омаровна. Журналистика эпохи Екатерины 2 [Текст/электронный ресурс] : Учебно-методическое пособие. Ч. 2. - электронные текстовые данные. - М. : Изд-во РУДН, 2008. - 40 с. - 40.00. - 5 экз.
3. Введение в мировую журналистику. От Античности до конца 18 века [Текст/электронный ресурс]: Учебно-методический комплект (учебное пособие, хрестоматия): В 3-х т. Т.1 / Под

ред. Я.Н.Засурского. - 2-е изд., испр. и доп. ; Электронные текстовые данные. - М. : Аспект Пресс, 2012. - 432 с. - (Учебник нового поколения). - ISBN 978-5-7567-0650-5 : 420.00. - 31 экз.

4. Рузавин, Г.И. Методология научного исследования: Учеб. пособие для вузов / Г.И. Рузавин. – М.: ЮНИТИ-ДАНА, 1999. – 317 с. 24 экз.

5. Смородинов, Виктор Павлович. Очерки по истории зарубежной журналистики нового времени (английский опыт) [Текст/электронный ресурс] : Учебное пособие. - Электронные текстовые данные. - М. : Изд-во РУДН, 2012. - 130 с. : ил. - ISBN 5 экз.978-5-209-04267-9 : 47.67.

11. Methodology guidelines to master the course

The course consists of lectures, practical exercises (seminars), and consultations. The format of the seminar is a presentation of the key ideas of textual sources for the course. It is also expected to write an essay on a topic agreed with the head of discipline. Graduate students are required to attend classes and perform the assignments of the head of the discipline. Students are assessed on the quality of their work in class (ability to lead an academic discussion, ability to articulate their ideas clearly and concisely), level of preparation for independent journalism research (ability to critically analyze a scientific text in journalism), and quality of assignments (presentations, reports, policy briefs, etc.)

12. Fund of assessment tools for intermediate certification of students in the discipline (module).

Materials for assessing the level of mastering the educational material of the discipline (assessment materials), including a list of competencies indicating the stages of their formation, a description of indicators and criteria for assessing competencies at different stages of their formation, a description of the assessment scales, typical control tasks or other materials necessary for assessing knowledge, skills, skills and (or) experience of activity, characterizing the stages of the formation of competencies in the process of mastering the educational program, methodological materials that determine the procedures for assessing knowledge, skills, skills and (or) experience of activity, characterizing the stages of the formation of competencies, are developed in full and are available for students on the discipline page in the TUIS RUDN.

The program has been drawn up in accordance with the requirements of the ESHE of RUDN University.

Author of the Program

Associate Professor, Department of Mass Communication _____ Elena A. Ivanova

Head of the Program

Professor, Department of Mass Communication



Victor V. Barabash

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Victor V. Barabash