



## COMMUNICATION RESEARCH METHODS AND PRESENTATION

<b>Credit points:</b>	<b>3 CP</b>	
<b>Aim of the study course</b>	<p>To impart knowledge of the research process and basic principles, empirical and theoretical research methods, their types and research approaches, to develop students' competences in conducting communication research and application of research methods.</p> <p>To develop skills and abilities to carry out practical and scientific research, from defining a problem question or hypothesis to the preparation of a publication and its presentation.</p>	
<b>Tasks of the study course</b>	<ul style="list-style-type: none"> <li>• to demonstrate the ability of conducting of research;</li> <li>• justify the need for information gathering and research;</li> <li>• to link theoretical knowledge on information gathering and research methods with their practical application in the analysis of the company's operations;</li> <li>• to demonstrate knowledge on preparatory and main stages of the research;</li> <li>• to interpret the results and to present them appropriately;</li> <li>• to know planning, preparation and management of the presentation events;</li> <li>• to demonstrate the ability for showing and developing of own presentation skills.</li> </ul>	
<b>Study course results</b>	<p><b>Knowledge</b></p> <p>Upon successful completion of the course students will be able to understand the essence of research methodology, will be able to describe the design of quantitative and qualitative research methodologies, methods of data acquisition and their selection, methods of data and information analysis. By applying the acquired knowledge students will be able to analyse scientific and professional literature in the field of communication research.</p>	
	<p><b>Abilities</b></p> <p>Specific skills: to develop research papers independently, to choose the right methods for obtaining, systematizing and classifying data and information. To use methods and technologies for analyzing, interpreting and presenting data and information, to be able to structure and write scientific work, to formulate theses, summaries, conclusions and proposals. To be able to prepare and format large documents, to analyse statistical information, to compile research results and to present them - to present and comment.</p> <p>General skills: work in a team, plan and organize your work effectively, acquire new knowledge independently, systematize and analyse data and information, communicate with group members and lecturer, and comply with legal requirements and academic ethics.</p>	
	<p><b>Competences</b></p> <p>After the course, students will be able to apply scientific research methods to the systematic study of communication processes.</p>	
	<b>Study course plan:</b>	
	<b>No.</b>	<b>Topics</b>
1.	Nature of the research. Basics of research work. Basic principles of scientific research.	
2.	The significance of research in the study process. Research design. Types and strategies of research.	
3.	Primary and secondary research.	



	Research hypothesis or research question. The aim and tasks of the research.
4.	Quantitative and qualitative approach in research. Sources of information and data. Methods of data mining in quantitative research. Methods of data acquisition in qualitative research.
5.	Principles and methods of image analysis. Principles and methods of text analysis. Technical requirements for the presentation of research work.
6.	Development, presentation and defence of study process papers. Basic principles of research presentation.
7.	Conditions and creation of effective presentation. Presentation of slides and transitions in electronic presentation.
<b>Form of final examination:</b> Differentiated written test	
<b>Description of the study course acquisition results and assessment criteria:</b> The completion of the study course is assessed on a 10-grade scale in accordance with the Regulations of the Cabinet of Ministers No. 141, No. 512, No. 240 and the “Regulations on Study Course Exams and Tests at the Baltic International Academy” approved by the BIA Senate. Decision No. 211 based on the following criteria: the volume and quality of knowledge acquired; skills acquired; acquired competence according to the planned learning outcomes (www.BIA.edu.lv)	
<b>Mandatory literature of the study course:</b>	
<ol style="list-style-type: none"><li>1. <a href="#">Zinātniskā rakstīšana un pētījumu rezultātu izplatīšana</a>, Rīga : Rīgas Stradiņa universitāte (2018). 301 lpp.</li><li>2. Kristapsons, S. (2014). Zinātniskā pētniecība studiju procesā. Rīga: Biznesa augstskola Turība, 350 lpp.</li><li>3. Kroplis, A., Raščevska, M. (2004). Kvalitatīvās pētniecības metodes sociālajās zinātnēs. Rīga: Izdevniecība RaKa, 178 lpp.</li></ol>	
<b>Study course supplementary literature:</b>	
<ol style="list-style-type: none"><li>1. Arhipova, I., Bāliņa, S. (2006). Statistika ekonomikā un biznesā. Risinājumi ar SPSS un MS Excel. Rīga: Datorzinību centrs, 360 lpp.</li><li>2. Buddenbaum, J.M., Novak, K.B. (2001). Applied Communication Research. Ames, IA: Iowa State University Press, 446 p.</li><li>3. Keller, G. (2008). Managerial Statistics. USA, South-Western Cengage Learning, 899 p.</li><li>4. Silverman, D. (2010). Doing qualitative research: a practical handbook. 3rd ed. London; Thousand Oaks, Calif: SAGE, 456 p.</li><li>5. Blumberg, B., Cooper, D.R., Schindler, P.S. (2008). Business research methods. 2nd European ed. – Berkshire: McGraw-Hill, 685 p.</li><li>6. Collis, J., Hussey, R. (2009). Business research: a practical guide for Undergraduate &amp; Postgraduate students. 3rd ed. New York: Palgrave Macmillan, 358 p.</li><li>7. Hofmanis, K.D. (2006) Prezentācija un moderācija. Efektīva komunikācija. Rīga: Zvaigzne ABC, 112 lpp.</li><li>8. Eko, U. (2006) Kā uzrakstīt diplomdarbu. Rīga: Jāņa Rozes apgāds, 319 lpp.</li></ol>	
<b>Periodicals and other sources of information:</b>	
<ol style="list-style-type: none"><li>1. Starptautiskās komunikācijas vadītāja profesionālās kvalifikācijas prasības (2020): <a href="https://registri.visc.gov.lv/profizglitiba/dokumenti/prof_kval_pamatprasibas/2017/PKP-069.pdf">https://registri.visc.gov.lv/profizglitiba/dokumenti/prof_kval_pamatprasibas/2017/PKP-069.pdf</a></li></ol>	
<b>During the study process changes and additions to the program and the list of references are possible</b>	