

Degree programme	Type	Course
Communication in Organisations	OB	3

Contact lecturer

Name : Anna Tous Rovirosa

Email : anna.tous@uab.cat

Teaching staff

Luiz Peres Garzezi

Group languages

You can consult this information at the [end](#) of the document.

Prerequisites

In previous years, students have acquired knowledge from the following subjects: Structure of Communication, Document and Archive Management, Theory of Communication, Internal Communication, Basic Statistic, General Sociology, History of Communication.

The knowledge acquired in these subjects is necessary to follow the course correctly, as students will have a theoretical and practical basis on which to base the theoretical framework for planning and undertaking their research. It is advisable, therefore, that students should be aware of the knowledge and skills acquired in these subjects.

Objectives

The course is taken in the third year, during the second semester, and belongs to the training block of the subject "Research in Communication". The training objectives of the course are: a) To explain the different ways of approaching scientific knowledge and the quantitative and qualitative methods and techniques applied to the analysis of communication. b) To present and explain the most appropriate strategies for planning and designing research in communication.

Demonstrate a capacity for self-learning and self-demanding in order to achieve efficient work.

Demonstrate an adequate knowledge of the contemporary world and its recent historical evolution in the social, economic, political and cultural dimensions.

Develop critical thinking and reasoning and know how to communicate them effectively, both in Catalan and Spanish and in a third language.

Differentiate the main theories of the discipline, its fields, conceptual elaborations, the marks and theoretical approaches that underpin knowledge of the discipline and its different fields and sub-areas, and acquire a systematic knowledge of the structure of the media.

Disseminate knowledge and innovations in the area.

Adequately present the results of the research process orally, in writing, audiovisual or digitally, in accordance with the standards of the discipline.

Generate innovative and competitive proposals in research and professional activity.

Learning outcomes

1. Work independently to solve problems and take strategic decisions on the basis of the knowledge acquired.
2. Submit course assignments on time, showing the individual or group planning involved.
3. Interpret and discuss documents on the main techniques and mechanisms for communication research.
4. Display knowledge of communication science in order to develop critical thinking and produce original ideas on the current context.
5. Disseminate the knowledge acquired when performing academic and professional tasks.
6. Present research results to non-expert audiences, orally and in writing.
7. Present a summary of the studies made, orally and in writing.
8. Differentiate between quantitative and qualitative techniques in communication research.
9. Display knowledge of the scientific context of communication when applying the research.
10. Identify and describe communication processes, and the main currents and theories that underpin or criticise them, from a conceptual, methodological and research perspective.
11. Apply scientific research methods to the design of an organisation's information needs.
12. Apply research methods in accordance with professional standards so as not to falsify results.
13. Propose projects and actions that incorporate the gender perspective.
14. Communicate using language that is not sexist or discriminatory.

Contents

Topic 1. Introduction to communication research

1. The research training of communicators and their role in institutions and companies. 2. The path of research, its importance, timeliness and effectiveness. 3. Paradigms and theories in communication sciences: the main orientations and areas of research in communication. 4. Communication research and its social demands. Final thesis. 5. Communication Research Centres. 6. Specialised Publications and Online Resources in Communication Research. 7. Communication Research in the Digital Era. Practical examples.

Topic 2. The research process and its stages. Its application to communication research.

1. Quantitative and qualitative research. Degree of experimentation. Scientific language: concepts and terms. 2. Organisation, planning and process of scientific work: stages and phases of the research process. 3. Delimitation of the objective and the disciplinary field. 4. Elaboration of the research strategy. 5. The research project: structure and content. 6. Selection of the topic. 7. Statement of the problem and delimitation of objectives. 8. Theoretical framework and documentary sources. Type of research: description, explanation, exploration. 10. Formulation of hypotheses. 11. Methodology. Design and strategy of the research. 12. Delimitation and design of the sample. 13. Work plan, timing and budget. 14. Verification and generalisation of results.

Topic 3. Research techniques for communication analysis. Quantitative Techniques I. Databases.

1. Statistical databases on communication and documentary research. 2. Les dades de consum de mitjans. 3. Reports on the state of communication. 4. The analysis and study of the data and their application to the contexts of communication research. 5. Practical examples. 6. Case studies.

Topic 4. Quantitative techniques.

1. Quantitative techniques applied to communication research. 2. 3. The analysis of content: definition and different types of quantitative content analysis. design, planning, execution. 4. Elaboration of the analysis programme applied to the analysis of contingent analysis. 5. Practical examples. 6. The survey: design, planning, execution. 7. Elaboration of the analysis programme applied to the survey. planning, execution and analysis of results. Practical examples.

Topic 5. Qualitative techniques

The application of qualitative techniques to mass communication research. Interviews, life histories, observation, discussion groups.

Topic 6. Communication plan. Strategies to disseminate the research results.

The content of the course is sensitive to aspects related to the gender perspective.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Work preparation	21	0.84	1, 2, 4, 5, 6, 7, 9, 10, 11, 12
Laboratory practices	20	0.8	1, 2, 3, 4, 5, 6, 7, 8, 9, 11
Tutorials	15	0.6	3, 5, 11
Classes on problem solving, cases and exercises	10	0.4	3, 4, 9, 10, 11, 12
Reading of articles and reports of interest	12	0.48	1, 10
Test of contents	10	0.4	4, 8, 9
Personal study	15	0.6	1, 5, 8, 9
Theoretical classes	15	0.6	3, 5, 8, 10

The course will follow a face-to-face methodology: both the theoretical sessions and the practical and problem solving activities will be face-to-face.

The detailed timetable with the content of the different sessions will be displayed on the day the course is presented. It will also be posted on the Virtual Campus where students will be able to find a detailed description of the exercises and practicals, the various teaching materials and any other information necessary to follow the course properly. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Annotation: within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Tests of contents	20%	1	0.04	3, 4, 8, 9, 10
Practical activities	45%	22	0.88	1, 3, 7, 8, 9, 13, 14
Delivery of research work	20%	6	0.24	1, 2, 5, 6, 10, 11, 12, 13, 14

Oral presentation of papers	15%	3	0.12	4, 6, 7, 13, 14
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Assessment in this course consists of the preparation of a practical project, its presentation, coursework activities, a content examination, and, where applicable, a resit assessment.

Assessment activities, like learning activities, incorporate a gender-sensitive perspective.

Assessment components

- Course Project: 20% of the final grade
- Practical Assignments: 45% of the final grade
- Content Examinations: 20% of the final grade
- Oral Presentations: 15% of the final grade

To pass the course, students must obtain a minimum grade of 5/10 in each assessment component.

Reassessment

Students will be entitled to a resit assessment provided that they have been assessed in activities whose combined weighting accounts for at least two-thirds of the total course grade. To be eligible for the resit, students must have obtained a minimum average grade of 3.5/10.

The course project is excluded from the resit process and cannot be reassessed.

Second enrollment

Students taking the course for a second time may complete a single comprehensive assessment consisting of a research proposal in organizational communication (for institutions or media organizations), including both theoretical and practical components. The proposal must be based on the bibliography prescribed by the teaching staff and applied to a specific case study.

The final grade for the course will correspond exclusively to the grade obtained in this comprehensive assessment.

Plagiarism and academic misconduct

Any irregularity committed by a student that may result in a significant alteration of the grade awarded for an assessment activity will lead to that activity being marked 0 (zero), without prejudice to any disciplinary proceedings that may be initiated.

If multiple irregularities are detected in the assessment activities of the same course, the student's final grade for the course will be 0 (zero).

Non-Assessable status

Students who fail to provide sufficient evidence for assessment will be recorded as Not Assessable.

The minimum requirements for assessment are:

- Attendance at theoretical classes, with a minimum attendance rate of 75%.
- Completion of all required practical assignments and examinations.

Attendance at theoretical sessions is mandatory in order to participate in the practical assignments.

Single Assessment

This course does not provide for a single-assessment system.

Artificial Intelligence

The use of Artificial Intelligence (AI) technologies is not permitted at any stage of this course.

Any assignment that includes AI-generated content will be considered a breach of academic integrity and will receive a grade of 0 (zero). Such assignments will not be eligible for reassessment, and more severe sanctions may be imposed in serious cases.

Students suspected of submitting work that has been generated by AI, produced by another person, copied from other sources, includes AI-generated content without proper acknowledgment, or otherwise falls outside the permitted conditions, may be required to provide drafts, preparatory materials, or other evidence demonstrating that the work is original and the product of their own authorship. Students may also be asked to explain or justify their work independently.

The teaching staff may use AI-detection tools or carry out any verification procedures deemed appropriate. If irregularities are identified following review, the assignment may be awarded a grade of 0 (zero), and the student may be subject to additional disciplinary measures.

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Software

PSPP

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through

this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	7	Catalan	second semester	afternoon
(PLAB) Practical laboratories	71	Catalan	second semester	afternoon
(SEM) Seminars	71	Catalan	second semester	afternoon
(PLAB) Practical laboratories	72	Catalan	second semester	afternoon
(SEM) Seminars	72	Catalan	second semester	afternoon