

Instructor: Bülgözdi Imola bulgozdi.imola@gmail.com	Office hours: Tue 15 -16 and Wed 11-12
English in Advertising and the Media AN25007BA	BA 3rd year business
Tue 16.00 – 17.40	Rm: 106

“Fiction reveals truths that reality obscures.”

Ralph Waldo Emerson

Course description: The aim of this course is to guide students through the steps of an empirical research project, covering the difference between quantitative and qualitative research, questionnaire compilation, interpreting findings, presentation of the project and writing a research report. The research project will be based on the course Advertising (BA 2nd year) and will examine how efficient viewers find the various components of advertisements covered in the previous semester. The course will also provide practice materials for the relevant vocabulary, as well as help with business presentation and writing. The empirical research component will be relevant aid for writing business specialization theses by outlining and putting into practice the research methodology.

Classwork, materials, and assignments will be managed via Google Classroom.

More than 3 absences will result in no mark, just like plagiarism!
Students should be advised that the quality of their written and spoken linguistic performance will count significantly toward their final mark.

Evaluation: Students will be graded on the basis of the following components:

- Active in-class participation: 10%
- Questionnaire (final draft): 15%
- Vocabulary test: 20%
- Presentation: 30%
- Jointly written research report: 25%

Under the current regulations, the course is planned to be a face-to-face, classroom-based course, HOWEVER, if due to the pandemic we have to switch to remote teaching, PLEASE be prepared to use the University of Debrecen E-Learning system at elearning.unideb.hu. In case of such a switch, the course evaluation methods (e.g., for class participation) and grading rules may be subject to change. You will be notified of these changes by the instructor if needed.

It is our shared responsibility to observe effective hygiene rules and follow the relevant government, university and faculty regulations regarding the pandemic. If you become ill or experience any symptoms, please stay home to protect others from infection.

SCHEDULE

Sep 8	Orientation
Sep 15	Revision – Advertising
Sep 22	Quantitative and qualitative research
Sep 29	Empirical projects – research literature
Oct 6	Research proposal – quantitative data gathering
Oct 13	Questionnaire – 1 st draft and piloting
Oct 20	Questionnaire

FINAL DRAFT TO BE SUBMITTED AT THE END OF CLASS

Oct 27	Interpreting findings
Nov 3	Consultation week
Nov 10	Presenting findings: graphs, charts, etc.
Nov 17	How to write a Research Report

VOCABULARY TEST

Nov 24	Presentations
Dec 1	Presentations

RESEARCH REPORTS DEADLINE

Dec 8	Evaluation
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Set texts:

Messenger Davies, Máire and Nick Mosdell. *Practical Research Methods for Media and Cultural Studies: Making People Count*. Edinburgh UP, 2006.

Chapter 6. Instrument Design: The Questionnaire (pp. 78-94)

Chapter 7. Content Analysis (pp. 98-106)

Chapter 8. Piloting (pp.108-112)

Chapter 11. Presenting Results (pp. 156-161)