Academic year 2020 – 2021 (Hebrew year 5781)

Course / Module title: Advanced Research Workshop

Lecturer: Dr. Bina Nir

Semester: B

Course code: 23990

Format: Workshop

Number of hours: 3

Number of credits: 3

Day and time: Wednesdays from 9:00 to: 11:15

Prerequisites: Exemption level English. Passing the compulsory courses: Quantitative Methods in Communication, Qualitative Research in Communication, and Seminar on Academic Prose Communication.

Reception day and hours: Mondays from 13:00 to: 14:00

Email: [binan@yvc.ac.il](mailto:binan@yvc.ac.il)

Background:

The aim of the workshop is to deepen students’ knowledge about advanced research in a variety of topics from the field of media and others that are relevant to the field of media, such as politics and culture. During the workshop, guest lecturers will present diverse research studies, exposing students to various aspects of the topics discussed, differing intellectual perspectives, conflicting interests, and various methodologies, as well as agreements and contexts that are interdisciplinary. The aim of the workshop is to encourage students to take part in a true intellectual dialogue, engage in a culture of reading and study, and to expose them to the intellectual potential inherent in critical thinking. Additionally, students will present the subjects of their intended seminar papers to the class.

**Course Objectives:**

1. Provide students with knowledge of diverse research methodologies.
2. Provide students with creative and critical thinking regarding research.
3. Provide students with knowledge and understanding in the process of planning advanced research.
4. Provide students with knowledge of the interdisciplinary relationships between communication, culture and society, and their expressions in research.

**Learning Outputs:**

Upon successful completion of the course, students will be able to:

1. Understand and apply a variety of research methodologies in the field of communication.
2. Design an advanced research process.
3. Adapt research methodologies to issues with research potential.
4. Read studies critically.

**Teaching Methods:**

The course will include frontal lectures by a variety of guest lecturers, class discussions and presentations by class participants.

**Course Requirements:**

1. Attendance in at least 80% of the classes

2. Reading the course materials

3. Active participation in classes

Assessment:

Pass / fail score

Course / Module topics:

Lesson 1: Introduction and Principles

(3.3.21 Dr. Bina Nir)

Lesson 2: The Genealogical Method

(10.3 Dr. Bina Nir)

Required reading:

Nir, B. (2018). The Individual and Society: The Social Role of Shame. *Journal of Philosophical*

*Criticism*, *1*(2), 36-70.

Lesson 3: "Research without Research"

(17.3 Dr. Vered Malka-Elishar)

Required reading:

Elishar-Malka, V., Ariel, Y., & Weimann, G. (2020). Rethinking Political Communication in the Digital Sphere. *The Journal of International Communication,* *26*(2), 190-210. doi: 10.1080 / 13216597.2020.1771397

Lesson 4: Turn Intuition About a New and Interesting Phenomenon into an Organized Research Process

(7.4 Dr. Avshalom Ginosar)

Required reading:

Ginosar, A., & Reich, Z. (2020). Obsessive – Activist Journalists: A New Model of Journalism? *Journalism Practice.* Published online: 10 Sep 2020 https://doi.org/10.1080/17512786.2020.1816488

Lesson 5: Experimental Research - Planning, Editing and Writing

(21.4 Dr. Dana Weiman-Zacks)

Required reading:

Weimann-Saks, D., & Peleg-Koriat, I. (2020). Promoting Inmates’ Positive Attitudes towards Participating in a Restorative Justice Process: The Effects of a Victim Awareness Process. *The Prison Journal, 100* (3), 381-398

Lesson 6: Gaps Between Popular Perceptions and Research - Social Media

(28.4 Dr. Yaron Ariel)

Required reading:

Ariel, Y., & Avidar, R. (2015). Information, Interactivity, and Social Media. *Atlantic Journal of Communication, 23*(1), 19-30. doi: 10.1080 / 15456870.2015.972404

Lesson 7: The Ashkenazi-Mizrahi Rift and one of its Manifestations in the Media

(5.5 Dr. Amit Kama)

Required reading:

Kama, A. (2005). *"One Human Race, One Israeli Nation": On the Establishment of Collective Identities in Letters to the Haaretz Network*. Haim Herzog Institute for Communication, Society and Politics, Tel Aviv University.

Lesson 8: Simulations and Computer Games as Research Tools

(12.5 Dr. Levy Eilat Chen)

Required reading:

Levy, E. C., Rafaeli, S., & Ariel, Y. (2016). The Effect of Online Interruptions on the Quality of Cognitive Performance. *Telematics and Informatics, 33*(4), 1014-1021. doi: 10.1016 / j.tele.2016.03.003

Lesson 9: Examining Gender Bias on the Websites of Academic Institutions of Medicine Through Automatic Text Analysis

(19.5.21 Dr. Vlad Vasiliu)

Lesson 10-12: Student Presentations

Lesson 13: From the Field to Research

(16.6 Mr. Reuven Tzemach)