



The Hebrew University of Jerusalem

Syllabus

POLITICAL & CULTURAL TEXTS ANALYSIS IN THE DIGIT - 50977

Last update 03-11-2015

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: communication & journalism

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Meital Balmas

Coordinator Email: meitalbalmas@gmail.com

Coordinator Office Hours: Tuesday 12:00-13:00

Teaching Staff:

Dr. Meital Balmas

Course/Module description:

Content analysis is one of most used methodologies performed by social scientists in general and by media researchers in particular. This course focuses on the analysis of media content based on quantitative content analysis methodology (computerized and inhuman). Students will explore questions such as why are certain conflicts covered in the news and others not? In what way do media report on certain political parties or leaders? To what extent can we see bias in news coverage? Students will conduct research using both automatic and manual content analysis for their own research. They will formulate a research question, develop a model to answer the research question and transform this question in measurable concepts, analyze the data and present the results in an adequate way.

Course/Module aims:

Every student must read the compulsory material and present their proposal topic to the class

Learning outcomes - On successful completion of this module, students should be able to:

- 1.To learn quantitative content analysis designs and methods.
- 2.To analyze published journal articles and evaluate them.
- 3.To analyze content analysis data by using SPSS.
- 4.To do an original quantitative content analysis study and write a paper that can be sent to an academic conference

Attendance requirements(%):

80

Teaching arrangement and method of instruction: Lectures, presentations and practical lessons in a computer

Course/Module Content:

1. Introduction, the aim of the course, what is content analysis
2. What can you do with content analysis- Examples of studies (framing, news values, intermedia
3. What can you do with content analysis- Elements of a paper on content analysis

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4. *Introduction to Lexis-Nexis*
 5. *Computerized content analysis- Introduction to AmCat*
 6. *Computerized content analysis- AmCat*
 7. *Personal meetings with students about their project topics*
 8. *Personal meetings with students about their project topics*
 9. *How to write an academic paper*
 10. *How to write an academic paper*
 11. *Working with AmCat*
 12. *Presentations by students*
 13. *Presentations by students*

Required Reading:

- *Harcup, T. and O'Neill, D. (2001). What is News? Galtung and Ruge Revisited [Electronic version]. Journalism Studies, 2(2): 261-280.*
- *Strömbäck, J. and Dimitrova, D.V. (2011) Mediatization and Media Interventionism: A Comparative Analysis of Sweden and the United States. The International Journal of Press/Politics, 16 30*
- *Semetko, H.A., & Valkenburg, P.M. (2000). Framing European Politics: A Content Analysis of Press and Television News. Journal of Communication. 50(2), 93-109.*
- *Balmas, M & Sheafer, T. (2013). Leaders First, Countries After: Political Personalization in the International Media Arena. Journal of Communication, 63, 454-475.*

Additional Reading Material:

Krippendorff, K. (1980). Content analysis: An introduction to its methodology. Newbury Park, CA: Sage.

Riffe, D., Lacy, L., & Fico, F. G. (1998). Analyzing media messages. Mahwah, NJ: Lawrence Erlbaum.

Weber, R. P. (1990). Basic content analysis. Newbury Park, CA: Sage.

Shoemaker, P. J., & Reese, S. D. (1996). Mediating the message: Theories of influences on mass media content. New York: Longman.

Course/Module evaluation:

End of year written/oral examination 0 %
Presentation 20 %
Participation in Tutorials 0 %
Project work 0 %

Assignments 0 %
Reports 0 %
Research project 80 %
Quizzes 0 %
Other 0 %

Additional information:

There may be changes in the the syllabus