MODULE HANDBOOK

UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic

Bachelor of Communication Science

Jl. Ketintang No.i5, Ketintang, Kec. Gayungan, Kota SBY, Jawa Timur 60231 email: adminilkom@unesa.ac.id website: https://ikom.fish.unesa.ac.id/

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Social Research Method / 7020103051	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	3th / odd	Once Year	14 x meetings

1	**Types of courses** Lectures Structured, Assignments, Independent Study	**Contact hours** (3CU X 1,59 ECTS) X {(50:170') X 28,49 Workhours= 39, 97	**Independent Study** (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours = 47,96	**Structured Study** (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours= 47,96	**Class size** **MAX 50 STUDENT**
2	**Prerequisites for participation (if applicable)**				
3	**Program Learning outcomes**				
	PLO 1.A Promote religious attitude, nationalism, responsibility, and independence, as a reflection of the values of academic norms and ethics. PLO 2.A Show independent performance, quality, and prevent plagiarism in compiling the results of scientific field studies.				

	PLO 3.A Produce message content for various communication purposes using various types of communication channels both conventional channels and digital channels that are beneficial to society and in accordance with applicable legal norms, social norms, and ethics. PLO.4 A Analyze the concepts, rules and processes of developing message content to achieve various communication objectives using various communication media.	
	CLO : *Students are able to understand the basic concepts of visual communication design by combining aspects of graphic design element principles and creating visual works through graphic design software.*	
4	**Subject aims/Content** (learning objectives of the course/subject material) 1. Understand positivistic, constructivist, and critical paradigms. Principles of visual communication design 2. Understand the quantitative research process 3. Understand the function of theory as part of research methodology 4. Able to make a quantitative research design students are able to make a background by showing das sein and das sollenVector and Bitmap on Visual 5. Able to compile quantitative research designs, students are able to formulate problems and research benefits, students are able to make significance/benefits, theoretical foundations, and hypothesesDesigning a logo 6. Able to compile quantitative research designs, students are able to make conceptual and operational definitions, students are able to make a research matrix. Creating event flyers 7. Able to compile quantitative research designs, students are able to formulate research hypotheses 8. Able to compile quantitative research designs.	
5	**Teaching methods** *Lecture Course, Project based Learning.*	
6	**Assessment methods** *Product/Project, Participation, Performance.*	
7	**This module/course is used in the following study program/s as well** -	
8	**Responsibility for module/course** *Compulsory*	
9	**Other information (References)** 1. Stake, Robert E. 2010. Qualitative Research: Studying How Things Work. New York: The Guilford Press 2. Denzin, Norman K. and Lincoln, Yvonna S. 2005. Handbook of Qualitative Research. 3rd eds: Sage Pub 3. Krippendorff, Klaus. 2004. Content Analysis: an Introduction to Its Methodology. California: SAGE PublicationBeazley, M. (2001). A century of Graphic Design, Jeremy Aynsley, Octopus publishing Becoming	