University of Gdańsk

Subject card

Subject name and code	Methods of linguistic research, PG_00189328		
Field of study	English Studies		
Date of commencement of studies	October 2026	Academic year of realisation of subject	2026/2027
Education level	Master's studies	Subject group	Obligatory subject group in the field of study Subject group related to scientific research in the field of study
Mode of study	part-time studies	Mode of delivery	at the university
Year of study	1	Language of instruction	English
Semester of study	1	ECTS credits	3.0
Learning profile	academic	Assessment form	exam
Conducting unit	Division of Corpus Linguistics and Glottodidactics -> Institute of English and American Studies -> Faculty of Languages -> Rector		
Name and surname of lecturer (lecturers)	Subject supervisor	mgr Dagmara Solska	
	Teachers	dr hab. Anna Bączkowska, prof. UG	

Lesson types

Lesson type	Lecture	Tutorial	Laboratory	Project	Seminar	SUM
Number of study hours	14.0	0.0	0.0	0.0	0.0	14

E-learning hours included: 0.0

Learning activity and number of study hours

Learning activity	Participation in didactic classes included in study plan	Participation in consultation hours	Self-study	SUM
Number of study hours	14	1.0	60.0	75

Subject objectives

The aim of the course is to introduce students to the key concepts, procedures and tools used in research in linguistics and applied linguistics, with particular emphasis on the practical design of empirical studies. The course covers qualitative, quantitative and mixed-methods approaches, as well as basic elements of statistics, corpus analysis and data visualisation.

Particular attention is given to contemporary applications of linguistic methodology: discourse analysis, digital communication research, social media analysis, multimodal analysis, survey and interview research, and corpus-assisted language analysis. Students work with authentic language data, including media texts, online user-generated content, comments, posts, spoken transcripts, multimodal materials and small topic-specific corpora.

The course prepares students to independently design, conduct and present a small-scale research project in applied linguistics, discourse analysis, digital communication or social media research.

Learning outcomes

Course outcome	Subject outcome	Method of verification
[FAMU2_W09] Knows and understands to an in-depth extent advanced methods of analysis relevant to linguistics, including, in particular, those applicable to English language studies.	The student knows and understands the main tendencies in the development of linguistics, particularly as regards research into the English language	[SW2] presentation/project/paper/ report
[FAMU2_K02] Is prepared to recognise the importance of knowledge and skills in English Studies in solving cognitive and practical problems and to seek the advice of a supervisor in their chosen place of work in the event of difficulty in solving problems on their own.	The student is prepared to recognize the significance of knowledge and skills in the field of methodology of linguistics for solving cognitive and practical problems, as well as seeking advice from a supervisor when facing difficulties in independent problem-solving	[SK2] presentation/project/paper/ report
[FAMU2_K01] Is ready to critically evaluate the extent of their knowledge and skills, in particular in the field of English-language linguistics and literature and English.	The student is ready to critically assess their own knowledge in the field of The student is ready to critically assess their own knowledge in the field of computational data analysis and statistics, they understand the role of this knowledge in cognitive and practical problem solving occurring in social life	[SK2] presentation/project/paper/ report
[FAMU2_W07] Knows and understands to an in-depth extent selected issues constituting advanced detailed knowledge in the field of linguistics, including, in particular, research into the English language.	The student knows and understands in-depth selected topics constituting advanced detailed knowledge in the field of methodology of linguistics, particularly related to research on the English language	[SW2] presentation/project/paper/ report
[FAMU2_W01] Knows and understands in depth selected issues constituting advanced general knowledge in the field of English linguistics	The students know the in-depth subject-specific terminology and trends in future developments in the field of study, they have an extended and advanced knowledge of select topics regarding corpus linguistics as well as related fields, such as textual and numerical data analysis and statistics.	[SW2] presentation/project/paper/ report
[FAMU2_W03] Knows and understands in depth advanced research methodologies and theories in the field of English linguistics.	The student knows and understand in-depth advanced research methodologies and theories in the field of English Linguistics	[SW2] presentation/project/paper/ report
[FAMU2_U06] Can communicate in speech and writing in English and Polish with diverse audiences on specialized topics in the field of linguistics and literature, also using advanced specialized terminology.	The Student is able to communicate orally and in writing in English with diverse audiences on specialized topics related to linguistic research methodologies, using advanced terminology	[SU2] presentation/project/paper/ report
[FAMU2_W05] Knows and understands advanced terminology in the field of linguistics, in particular those used in English language studies.	The student knows and understand in-depth advanced terminology used in the field of methodology of linguistics.	[SW2] presentation/project/paper/ report

Subject contents

1. **Linguistic research as an empirical project**
   - formulating research problems, research questions and hypotheses;
   - the relationship between theory, data, method and interpretation;
   - matching methods to research problems and linguistic material.
2. **Types of research in linguistics and applied linguistics**
   - qualitative, quantitative and mixed-methods research;
   - cross-sectional, longitudinal, comparative and experimental designs;
   - naturally occurring and elicited data;
   - affordances and limitations of different research designs.
3. **Data in linguistic research**
   - types of linguistic data: texts, transcripts, recordings, surveys, interviews, corpora and online data;
   - sampling and selection of research material;
   - data preparation, organisation and anonymisation.
4. **Qualitative methods in language research**
   - interviews, observation, case studies, narratives and diaries;
   - qualitative coding and thematic analysis;
   - interpretation of linguistic data in context.
5. **Discourse analysis**
   - discourse as language in social, media and institutional contexts;
   - basic units and categories of discourse analysis;
   - elements of critical discourse analysis, genre analysis, conversation analysis and argumentation analysis.
6. **Digital communication and social media**
   - analysis of online communication: comments, posts, hashtags, memes, forums and digital platforms;
   - language, identity and self-presentation online;
   - public discourse in social media;
   - basics of collecting, selecting and ethically analysing online data.
7. **Multimodal analysis**
   - relations between language, image, sound, emoji, layout and interface;
   - analysis of memes, advertisements, visual posts and media materials;
   - basic interpretation of multimodal communication.
8. **Corpora and corpus-assisted discourse studies**
   - basic concepts in corpus analysis;
   - concordances, collocations, frequency and keywords;
   - use of small topic-specific corpora in linguistic research.
9. **Designing research instruments**
   - designing surveys, questionnaires, interview guides and coding sheets;
   - piloting research instruments;
   - combining methods in mixed-methods projects.
10. **Elements of quantitative methods and statistics for linguists**

- basic types of data and variables;
- descriptive statistics and simple data visualisation;
- basics of hypothesis testing and interpretation of quantitative results.

Presenting research findings

- structure of a research report and academic article;
- describing data, methods and analytical procedures;
- presenting examples, tables, graphs and conclusions;
- citation standards and principles of academic integrity.

Prerequisites and co-requisites

Level of English at C1 according to CEFR

Assessment methods and criteria

Subject passing criteria	Passing threshold	Percentage of the final grade
project	51.0%	100.0%

Recommended reading

Basic literature

1. Litosseliti, L. (ed.). 2018. *Research Methods in Linguistics*. 2nd ed. London: Bloomsbury Academic.
2. Rose, H., McKinley, J., and Briggs Baffoe-Djan, J. 2020. *Data Collection Research Methods in Applied Linguistics*. London: Bloomsbury Academic.
3. McKinley, J., and Rose, H. (eds.). 2020. *The Routledge Handbook of Research Methods in Applied Linguistics*. London/New York: Routledge.
4. Paltridge, B. 2021. *Discourse Analysis: An Introduction*. 3rd ed. London: Bloomsbury Academic.
5. Page, R., Barton, D., Lee, C., Unger, J. W., and Zappavigna, M. 2022. *Researching Language and Social Media: A Student Guide*. 2nd ed. London/New York: Routledge.
6. Georgakopoulou, A., and Spilioti, T. (eds.). 2016. *The Routledge Handbook of Language and Digital Communication*. London/New York: Routledge.
7. Handford, M., and Gee, J. P. (eds.). 2023. *The Routledge Handbook of Discourse Analysis*. 2nd ed. London/New York: Routledge.
8. Gries, S. T. 2021. *Statistics for Linguistics with R: A Practical Introduction*. 3rd ed. Berlin/Boston: De Gruyter Mouton.

	Supplementary literature	1. Kozinets, R. V. 2020. *Netnography: The Essential Guide to Qualitative Social Media Research*. 3rd ed. London: SAGE. 2. Jewitt, C., Bezemer, J., and O'Halloran, K. 2025. *Introducing Multimodality*. 2nd ed. London/New York: Routledge. 3. Flowerdew, J., and Richardson, J. E. (eds.). 2018. *The Routledge Handbook of Critical Discourse Studies*. London/New York: Routledge. 4. Wodak, R., and Meyer, M. (eds.). 2016. *Methods of Critical Discourse Studies*. 3rd ed. London: SAGE. 5. Zappavigna, M. 2018. *Searchable Talk: Hashtags and Social Media Metadiscourse*. London/New York: Bloomsbury Academic. 6. Tagg, C. 2015. *Exploring Digital Communication: Language in Action*. London/New York: Routledge.Baker, P., and Egbert, J. (eds.). 2016. *Triangulating Methodological Approaches in Corpus Linguistic Research*. London/New York: Routledge. 7. Friginal, E., and Hardy, J. A. 2021. *The Routledge Handbook of Corpus Approaches to Discourse Analysis*. London/New York: Routledge. 8. Plonsky, L. (ed.). 2015. *Advancing Quantitative Methods in Second Language Research*. New York/London: Routledge.
	eResources addresses	
Example issues/ example questions/ tasks being completed	• What is a research question and how can it be properly formulated in linguistic research? • How can a research method be matched to the research problem, data and analytical aim? • What are the basic differences between qualitative, quantitative and mixed-methods research? • How can linguistic data be collected, selected and prepared for analysis? • How can authentic linguistic data be analysed, e.g. media texts, online discourse, comments, posts, interviews or corpus data? • How can a simple analysis of discourse, digital communication or social media be designed? • How can small topic-specific corpora be created and used in linguistic research? • How can basic qualitative coding procedures be applied? • How can simple quantitative analysis of linguistic data be conducted, e.g. frequencies, comparisons, collocations or basic relationships? • How can the results of linguistic analysis be interpreted and visualised? • What ethical issues arise when working with linguistic data, especially online data? • How can a mini research project be developed: from a research question, through data and methods, to analysis and conclusions? **Sample practical task:** Designing a mini research project in applied linguistics, discourse analysis, digital communication or social media research, including the formulation of a research question, selection of data, choice of analytical method and a brief presentation of findings.	
Work placement	Not applicable	

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