

Spring 2005
COMMUNICATION RESEARCH
COMM 410

Course Information:

Instructor: Tatyana Dumova, Ph.D.
Course: 56146; MWF 12–12:50 P.M. in O’Kelly Hall Rm 1
Office hours: MW 1–3 P.M. F 1–6 P.M. in O’Kelly Hall Rm 215
Contact: tatyana.dumova@und.edu or 701-777-4726

Catalog Description:

Introduction to methodologies of historical, descriptive, and experimental research with attention to interpreting research results, selecting research designs and conducting communication research projects. 3 credits

Prerequisites:

Admitted Communication major or instructor consent.

Course Overview:

This course is designed to acquaint students with the array of sources and research methods available in the communication discipline. The course focuses on the specifics of conducting research as an orderly process of objective and systematic examination of communication contexts, processes, content, and outcomes.

Course Objectives:

1. Understand the relationship between theory, method, and research practice.
2. Identify, interpret, and critique the essential elements of published research.
3. Know the principles, strategies, and steps involved in communication research.
4. Design and conduct a research study, and write a research report.

Learning Outcomes:

The course addresses the following School of Communication goals for student learning:

- To use an ethical framework to analyze and address the communication problems and opportunities of individuals and groups.
- To understand the diverse and changing ways we acquire, produce, and share knowledge about the world.
- To understand various kinds of messages, stories, images, and texts and how and why they are constructed.
- To research the role of interpretation in how we respond to messages and texts.
- To research and create socially responsible oral, written, and visual communication.
- To use communication technologies ethically in conventional, as well as imaginative ways.

Required Textbook:

Rubin, R. B., Rubin, A. M., & Piele, L. J. (2005). *Communication research: Strategies and sources* (6th ed.). Belmont, CA: Wadsworth.

Recommended:

- Berger, A. A. (2000). *Media and communication research methods: An introduction to qualitative and quantitative approaches*. Thousand Oaks, CA: Sage Publications.
- Berger, A. A. (2005). *Media analysis techniques* (3rd ed.). Thousand Oaks, CA: Sage.
- Bostrom, R. N. (1998). *Communication research*. Prospect Heights, IL: Waveland Press.
- Bourhis, J., Adams, C., Titsworth, S., & Harter, L. (2003). *Style manual for communication studies*. Boston, MA: McGraw Hill.
- Carmines, E. G., & Zeller, R. A. (1979). *Reliability and validity assessment*. Newbury Park, CA: Sage Publications.
- Ruddock, A. (2004). *Understanding audiences: Theory and method*. Thousand Oaks, CA: Sage Publications.
- Shoemaker, P., Tankard, J. W., Jr., & Lasorsa, D. L. (2004). *How to build social science theories*. Thousand Oaks, CA: Sage Publications.

Methods of Instruction:

Methods of instruction include but are not limited to lecture, discussion, individual and group work, the use of audio-visual presentation technology and Web-based course management system tools.

Methods of Evaluation:

<i>Research Critique</i>		<i>Grading System</i> A: 92–100% B: 80– 91% C: 70– 79% D: 60– 69%
Annotated bibliography	10%	
Outline of a published research article	5%	
Review of a published research article	10%	
<i>Theory</i>		
Quiz 1	15%	
Quiz 2	15%	
<i>Practice</i>		
Group discussions, chapter presentations, and research exercises	10%	
Class participation	10%	
<i>Research Design & Implementation</i>		
Research prospectus	5%	
Research report	20%	
Total:	100%	

Academic Honesty:

All students are subject to the UND Code of Student Life, including but not limited to, issues of Scholastic Dishonesty.

Classroom Policies:

- Regular attendance is necessary to be successful in this course. A written synopsis of all of the assigned readings must be submitted for every missed class.
- All projects should be completed on time. For each day an assignment is late two percent of the grade will be deducted.
- The instructor is available during and outside of scheduled office hours. Please do not hesitate to ask for assistance when needed.

Grievance Policy:

The School of Communication Studies follows the Academic Grievance Procedures of the College of Arts and Sciences. The procedures are posted online on the UND College of Arts and Sciences Forms web page at <http://www.und.edu/dept/artsci/forms.html>

Cultural Diversity Statement:

The School of Communication is committed to bringing the richness of cultural diversity to all students. Through active engagement, the School of Communication endeavors to provide multi-cultural opportunities, to reduce cultural stereotypes, to embrace cultural differences, and to promote respect for cultural diversity.

Disability Statement:

If you have a disability, you may be entitled to receive individualized accommodations intended to assure you an equal opportunity to participate in and benefit from the course. To request disability accommodations, please make an appointment to see the instructor. All students will be accommodated to meet their needs. For more information and assistance, please call Disability Services at (701) 777-3245.

Senior Portfolio Information:

All School of Communication students are required to prepare a Senior Portfolio reflecting their work as students of the School. The portfolio must contain an up-to-date résumé, several examples of scholarly writing (e.g., research papers) and other items, such as digital imaging, photography, video, public relations or advertising work, or any other communication-related artifacts that the student has produced.

Be sure to save your projects from this class so they could be included in the portfolio. You will be required to provide at least one piece of work that corresponds to each of the School of Communication majors' 12 Goals for Student Learning. Each course in the curriculum contributes to some of these goals, depending on whether the course is linked with the theme of community, information, or technology. The present course helps fulfill the following goals: 4 (community), 5-8 (information), and 12 (technology) as stated on page 1.

School of Communication Listserv (Scomminfo):

All Scomm major and pre-major students are expected to subscribe to the School of Communication listserv (Scomminfo) by January 30 for the Spring semester. In order to subscribe, send an e-mail message from your own account to:

listserv@listserv.nodak.edu

Subject: leave the subject line blank

Message: subscribe UND-scomminfo yourfirstname yourlastname

Course Schedule:

(Subject to Change)

	<i>Date</i>	<i>Topic</i>	<i>Assignments</i>
1	Week of 12-Jan	Welcome & introduction to the course	Ch. 1
2	Week of 14-Jan	Structure of the Discipline	Ch. 1
	17-Jan-05	Martin Luther King's Day – no class	
3	Week of 19-Jan	Searching the Literature	Ch. 2
4	Week of 24-Jan	Electronic Databases	Ch. 3; Article Outline
5	Week of 31-Jan	Evaluating Internet Sources	Ch. 4; Article Review
6	Week of 7-Feb	Internet Research	Ch. 4; Ann. Bibl.
7	Week of 14-Feb	General Sources	Ch. 5
	21-Feb-05	President's Day – no class	
8	Week of 28-Feb	Access Tools	Ch. 6; Quiz 1
9	Week of 7-Mar	Communication Periodicals	Ch. 7
	14-18-Mar-05	Spring Recess – no classes	
10	Week of 21-Mar	Collections and Archives	Ch. 8
	28-Mar-05	Easter Holiday – no class	
11	Week of 30-Mar	Process of Communication Research	Ch. 9; Prospectus
12	Week of 4-Apr	Research Designs; Content Analysis	Ch. 10; Quiz 2
13	Week of 11-Apr	Survey Research; Experiments	Ch. 10
14	Week of 18-Apr	Qualitative Research	Finish Data Collection
15	Week of 25-Apr	Preparing Research Projects	Ch. 11 & 12
16	Week of 2-May	Writing Research Papers	Finish First Draft
	6-May-05	Reading and Review Day – no class	
	11-May-05	Final: Wednesday at 6 P.M.	Research Report