



## UNIVERSITI TEKNOLOGI MARA

### COM323: ACADEMIC REPORT WRITING

<b>Course Name (English)</b>	ACADEMIC REPORT WRITING <b>APPROVED</b>
<b>Course Code</b>	COM323
<b>MQF Credit</b>	4
<b>Course Description</b>	This course is designed to expose students to theories, concepts and processes that will help them produce an academic report. Students will conduct a proposal report based on specific themes, within the field of communication and media studies. Students are required to carry out the report in groups. Students will also be exposed to the academic writing process set by the faculty, from topic selection, problem statements, literature review, and research methodology. Student also will be experience with systematic process of writing literature review. Each of the process will be supervised by the lecturer. Submission the report proposal will be presented through seminar session.
<b>Transferable Skills</b>	Teamwork Research skills
<b>Teaching Methodologies</b>	Lectures, Discussion, Presentation, Self-directed Learning, Supervision
<b>CLO</b>	CLO1 Create an effective infographic medium related to communication and media perspective. CLO2 Explain verbally issues on communication and media perspective. CLO3 Determine relevant issues and solution in communication and media industry.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. 1. Introduction to Academic Writing I</b> 1.1) 1.1 Describing report writing 1.2) 1.2 Writing style and format	
<b>2. 2. Introduction to Academic Writing II</b> 2.1) 2.1 Topic selection 2.2) 2.2 Technique, Procedure and process	
<b>3. 3. Research Proposal I</b> 3.1) 3.1 Proposal introduction, identifying problem, objectives of study, and hypotheses/research questions 3.2) 3.2 Methodology, significance and scope of study	
<b>4. 4. Research Proposal II</b> 4.1) 4.1 Set the objectives, research questions of research proposal. 4.2) 4.2 Reviewing methods used and scope of study	
<b>5. 5. Writing the Introduction I</b> 5.1) 5.1 Reviewing the draft of the research proposal. 5.2) 5.2 Planning the introduction	
<b>6. 6. Writing the introduction II</b> 6.1) Elements in the introduction	
<b>7. 7. Literature Review I</b> 7.1) Reviewing the draft of the research introduction section. 7.2) 7.2 Information seeking and organizing literature review.	
<b>8. 8. Literature Review II</b> 8.1) Steps in writing literature review 8.2) 8.2 Adopting standard writing style	

<p><b>9. 9. Literature Review III</b>  9.1) Reviewing the draft of the literature review  9.2) 9.2 Organizing and categorizing the literature review  9.3) 9.3 Presenting the literature review and submission</p>
<p><b>10. 10. Research Methodology I</b>  10.1) 10.1 Reviewing the literature review section.  10.2) 10.2 Brief description of problem to be investigated.</p>
<p><b>11. 11. Research Methodology II</b>  11.1) Population and sample of respondents / unit of analysis.  11.2) 11.2 Data collection methods and data analysis methods.</p>
<p><b>12. 12. Conclusion, References and Appendices I</b>  12.1) 12.1. Reviewing the draft of the findings section.</p>
<p><b>13. 13. Conclusion, References and Appendices II</b>  13.1) 13.1 Reviewing the draft of the discussion section.</p>
<p><b>14. 14. Conclusion, References and Appendices III</b>  14.1) 14.1 Writing conclusion, reference style and appendices.</p>

<b>Assessment Breakdown</b>	<b>%</b>
Continuous Assessment	100.00%

<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Design an effective infographic medium related to communication and media perspective	30%	CLO1
	Final Project	Concept paper related to communication and media issues	50%	CLO3
	Presentation	Presentation related to issues on communication and media perspective	20%	CLO2

<b>Reading List</b>	<b>Recommended Text</b>	<ul style="list-style-type: none"> <li>Berger, A. A. 2017, <i>Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approachs</i>, 4th Ed.</li> </ul>
	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>Cresswell, J. W. 2017, <i>Qualitative Inquiry and Research Design: Choosing Among Five Approach</i>, SAGE Publishing.</li> <li>Flick, U. 2014, <i>An Introduction to Qualitative Research</i>, 5th Ed., SAGE Publication. Ltd.</li> </ul>
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	