



UNIVERSITI TEKNOLOGI MARA

COM660: ACADEMIC WRITING

| | |
|---|---|
| Course Name (English) | ACADEMIC WRITING APPROVED |
| Course Code | COM660 |
| MQF Credit | 4 |
| Course Description | This course will expose students to the theory, technique and process of academic writing (thesis writing at the bachelor degree level) based on the quantitative or qualitative methodology. The field of study/research must be in communication and mass media related problems and issues. The process of teaching will be in supervision format. Throughout the process the supervisors will guide the students in determining the research problems and the title; research questions and the objectives; selecting the literature; designing the methodology; collecting data; analyzing and reporting the finding and finally writing the discussion and conclusion. This is a one semester research project, thus the supervisor and the students will work closely from stage one to the final stage throughout the semester. At the end of the semester, an academic writing report using thesis-writing format must be submitted. |
| Transferable Skills | Skills of doing an academic or applied research. |
| Teaching Methodologies | Discussion, Supervision |
| CLO | CLO1 Prepare a proposal and introduction related to academic writing CLO2 Assess method and past research related to academic writing topic CLO3 Demonstrate the findings, data analysis and conclusion of academic writing. CLO4 Comply with the format and supervision in accomplishing the academic writing. |
| Pre-Requisite Courses | No course recommendations |
| Topics | |
| 1. Introduction to Academic Writing 1.1) Explanation of academic writing by the lecturer. | |
| 2. Academic writing proposal 2.1) Introduction | |
| 3. Academic writing proposal 3.1) Review of literature | |
| 4. Academic writing proposal 4.1) Methodology | |
| 5. Writing 1 5.1) Improving chapter 1 and 2 (after amendment) | |
| 6. Writing 2 6.1) Improving chapter 2 and 3 (after amendment) | |
| 7. Literature Review 1 7.1) Information seeking and organizing literature review | |
| 8. Literature Review 2 8.1) Reviewing the draft of the literature review | |
| 9. Research Methodology 9.1) Explanation of method used in the academic writing 9.2) Population and sample of respondents / unit of analysis 9.3) Data collection methods and data analysis methods | |

| |
|--|
| 10. Data Analysis 1 10.1) Collection of data from respondents 10.2) Analysis of data collected |
| 11. Data Analysis 2 11.1) Assessing and reviewing the data presented |
| 12. Conclusion 12.1) Highlighted the summary of major findings, implications of the findings, limitations and future recommendations |
| 13. Format/grammar/spelling/references/appendix 13.1) Assessing the format/grammar/spelling/references/appendix |
| 14. Supervision/effort and commitment 14.1) Assessing the student overall performances |

| Assessment Breakdown | | % | |
|-----------------------|--|---------|--|
| Continuous Assessment | | 100.00% | |

| Details of Continuous Assessment | Assessment Type | Assessment Description | % of Total Mark | CLO |
|----------------------------------|-----------------|--|-----------------|------|
| | Written Report | Proposal and Introduction | 15% | CLO1 |
| | Written Report | Supervision and format | 20% | CLO4 |
| | Written Report | Literature review and method | 30% | CLO2 |
| | Written Report | Findings, data analysis and conclusion | 35% | CLO3 |

| Reading List | Recommended Text | <ul style="list-style-type: none"> Rubin, R. B., Rubin, A.M, & Haridakis, P.M 2009, <i>Communication research: Strategies and sources</i>, 7th ed. Ed., Boston, MA: Wadsworth Cengage Learning. |
|--------------------|---|--|
| | Reference Book Resources | <ul style="list-style-type: none"> Cooper, Harris 1998, <i>Synthesizing research: A guide for literature reviews</i>, 3rd ed. Ed., Sage Publications Cooper, H., Hedges, L. V., & Jeffrey, C. V. 2009, <i>The handbook of research synthesis and meta-analysis</i>, 2nd ed. Ed., Russel Sage Foundation Greenhalgh, T., et. al 2009, <i>Tensions and paradoxes in electronic patient record research: A systematic literature review using the meta-narrative method.</i>, <i>Milbank Quarterly</i> 87 (4): 729–88. Petticrew M, Roberts H 2006, <i>Systematic reviews in the social sciences.</i>, Malden, MA: Wiley-Blackwell. Thomas, G. 2011, <i>A typology for the case study in social science following a review of definition, discourse and structure.</i> <i>Qualitative Inquiry</i>, 17(6), 511-521. Weerakkody, N. 2011, <i>Research methods for media and communication.</i>, Australia: Oxford University Press. Wimmer, R.D. & Dominick, J. R. 2011, <i>Mass media research: An introduction</i>, 9th ed. Ed., Singapore: Wadsworth Cengage Learning. Zucker, D. M. 2009, <i>How to do case study research?</i>, School of Nursing Faculty Publication Series. Paper 2. |
| Article/Paper List | This Course does not have any article/paper resources | |
| Other References | This Course does not have any other resources | |