



UNIVERSITI TEKNOLOGI MARA

COM361: INTRODUCTION TO COMMUNICATION RESEARCH

Course Name (English)	INTRODUCTION TO COMMUNICATION RESEARCH APPROVED
Course Code	COM361
MQF Credit	3
Course Description	This course is offered as a core to the fourth semester students. This course introduces students to the basic concepts and principles of communication research methods. The main purpose of this course is to prepare students with research knowledge and skills especially in research method and in-depth interviews.
Transferable Skills	Able to construct basic communication research independently, able to write writing skills in communication research and able to work together in a team in executing research.
Teaching Methodologies	Lectures, Case Study
CLO	CLO1 Explain the basic theory, elements and concepts of communication research. CLO2 Write a research proposal independently. CLO3 Construct research knowledge, skills and findings effectively in various related area of communication and media.
Pre-Requisite Courses	No course recommendations
Topics	
1. The Role of Research in Communication 1.1) What is research and why people do research. 1.2) The types of research 1.3) Potential areas of communication research 1.4) The challenges of communication research	
2. Basic Building Blocks in Conducting Communication Research 2.1) Selecting and narrowing research topic 2.2) Conducting a literature review 2.3) Reading communication research reports 2.4) Determining your purpose 2.5) Determining your unit of analysis	
3. Conceptualizations in Communication Research 3.1) Developing Theoretic Conceptualizations in Communication 3.2) Developing Definitions for concepts	
4. Composing the Communication Argument: The reasoning and the Evidence 4.1) Constructions of the article you will read and review.	
5. Presentation of Research Proposal 5.1) Research proposal (Individual assignment)	
6. The Ethics of Communication Research 6.1) Define the meanings of ethics / communication research 6.2) Ethical issues in conducting communication research 6.3) Ethical issues in analyzing and reporting research.	
7. The Logic of Sampling 7.1) Nonprobability sampling 7.2) Sampling concepts and terminology 7.3) Types of sampling designs.	

<p>8. Participant Observation</p> <p>8.1) Topics appropriate for participant observation research</p> <p>8.2) The choreography of participant observation</p> <p>8.3) Strengths and weaknesses of participant observation research</p>
<p>9. Qualitative Communication Research -- Interviewing</p> <p>9.1) Research purposes appropriate for qualitative interviewing Planning the interview</p> <p>9.2) Executing the interview: some do's and don'ts</p> <p>9.3) Genres of qualitative interviewing</p> <p>9.4) Trustworthiness and qualitative interviewing</p>
<p>10. Qualitative Communication Research – Social Text Analysis</p> <p>10.1) Research using social texts</p> <p>10.2) The process of working with social texts</p> <p>10.3) Enacted talk as social texts</p> <p>10.4) Strengths and weaknesses of social text analysis</p>
<p>11. Qualitative Data Analysis</p> <p>11.1) General process of Qualitative analysis</p> <p>11.2) Computers and qualitative data analysis</p>
<p>12. Presentation of Research Report</p> <p>12.1) Research report (group assignment)</p>
<p>13. Presentation of Research Report</p> <p>13.1) Research report (group assignment)</p>
<p>14. Wrap up the Course</p> <p>14.1) Summarization of the course</p>

Assessment Breakdown	%
Continuous Assessment	60.00%
Final Assessment	40.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Research Report	25%	CLO3
	Test	Mid Term Test	20%	CLO1
	Written Report	Research Proposal	15%	CLO2

Reading List	Recommended Text	<ul style="list-style-type: none"> • Baxter L.A. / Babbie E 2004, <i>The Basics of Communication Research</i>, Ed., , Thomson Wadsworth Canada [ISBN:] • Reinard,J.C 2005, <i>Introduction to Communication Research (5th. Ed)</i>, Mc Graw Hill New York
	Reference Book Resources	<ul style="list-style-type: none"> • Berg, B. L 1989, <i>Qualitative research methods for the social sciences</i>, Allyn & Bacon • Creswell, J.W 1997, <i>Qualitative inquiry and research design: Choq Ed.</i>, , Sage Publications [ISBN:] • Creswell, J.W 2003, <i>Research Design: Qualitative, Quantitative and Mixed Method Approaches</i>, Sage Publications

Article/Paper List	This Course does not have any article/paper resources
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Other References	This Course does not have any other resources
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