COM 401 Applied Communication Research

Credit Hours: 3  
In-Class Instructional Hours: 3  Labs: 0  Field Work: 0

Catalog Description:  
Prerequisite: COM 301, Junior/Senior Standing

Applied research techniques in communication fields; students do original research using content analysis, focus groups, and/or surveys

Reasons for Revision:  
(Fall 2005) This course (formerly COM 401 Communication Theory and Research) was last revised in 1988. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. This revision narrows the focus of this course to that of communication research, which has been the focus as the course has been taught in recent years. The department may develop a new separate course dealing with communication theory. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

<table>
<thead>
<tr>
<th>Student Learning Outcomes:</th>
<th>Course Content References:</th>
<th>Assessment:</th>
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<tbody>
<tr>
<td>On completion of this course, students will be able to:</td>
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<tr>
<td>1. Explain the purpose of various research methodologies and their application for communication disciplines</td>
<td>I, II, III, VII</td>
<td>1. Exams, papers, applied projects, presentations</td>
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<td>2. Develop answerable research questions</td>
<td>IV, V, VI</td>
<td>2. Exams, papers, applied projects, presentations</td>
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<td>3. Design and implement research study using one of several methodologies (such as content analysis, focus groups and surveys)</td>
<td>IV, V, VI</td>
<td>3. Exams, papers, applied projects, presentations</td>
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<tr>
<td>4. Critically evaluate scholarly research articles and applied research reports</td>
<td>I, II, III</td>
<td>4. Exams, papers, applied projects, presentations</td>
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Course Content:

I. Communication research
   A. Process
   B. Concepts
   C. Elements
II. Ethical issues in research
   A. Ethical theories
   B. Human subjects
   C. Research reporting
III. Types of applied research
   A. Qualitative
   B. Quantitative
IV. Focus groups
   A. Definition
   B. Scope and uses
   C. Examples
   D. Development and implementation
V. Surveys
   A. Definition
   B. Scope and uses
   C. Examples
   D. Development and implementation
VI. Content analysis
   A. Definition
   B. Scope and uses
   C. Examples
   D. Development and implementation
VII. Applications
   A. Public relations
   B. Advertising
   C. Journalism
   D. Broadcasting
   E. Internet
Resources:

Classic Scholarship in the Field


Contemporary Scholarship in the Field


Periodicals

Communication Research
Journal of Advertising Research
Journal of Broadcasting and Electronic Media
Journal of Communication
Journal of Public Relations Research
Journalism and Mass Communication Quarterly
Journalism Quarterly
Web Journal of Mass Communications Research

Electronic and/or Audiovisual Resources

www.prsa.org (Public Relations Society of America)