

## **MCM-471 Research Methods in Communication (3 Credit Hours)**

### **Course Description**

1. This course will introduce the students with different research methods used in communication research. The content of the course is designed to emphasize theory-research linkages and the process through which an abstract construct is observed and tested. The students will be trained to utilize their knowledge of the communication field, develop that into a research idea and design their research by choosing the relevant research method.

### **Learning Outcomes**

2. After completion of this course the students shall be able to:
  - a. Differentiate among various elements of the methods of research methods and techniques used for studying communication.
  - b. Explain techniques of research involved in formulating research questions, identifying and conceptualizing theoretical constructs and converting them into observable variables and theoretical hypotheses into operational ones.
  - c. Apply and evaluate basic elements of a research process.
  - d. Design communication research by integrating their idea with theoretical and conceptual framework.

### **Course Content**

- a. The Role of Research in Communication
- b. Research Ethics
- c. Communication Research Problems and Hypotheses
- d. Conceptualizations in Communication Research
- e. Using Communication Research Sources
- f. Composing the Communication Argument
- g. The Reasoning and the Evidence
- h. Sampling Design
- i. Textual and Content Analyses
- j. Survey Method
- k. Case Study Method
- l. Participant Observation Research
- m. Data Analysis and Argumentation

n. Proposal Writing

**References**

- a. Ellison, Carol (2010). McGraw-Hill's Concise Guide to Writing Research Papers. McGraw Hill Professional
- b. Gregory Bassham (ed.) (2008). *Critical Thinking: A Student's Introduction*. McGraw-Hill.
- c. Henderson, E. (2015). *The Active reader: Strategies for academic reading and writing*. Oxford University Press, USA.
- d. Reinard, J. C. (1998). *Introduction to communication research*. 3rd Edition. Boston, MA: McGraw-Hill.
- e. Lester, James D. (2010). *Principles of Writing Research Papers*. Longman
- f. Staines, Gail M., Bonacci, Mark., Johnson, Katherine. (2008). *Social Sciences Research: Research, Writing, and Presentation Strategies for Students*. Scarecrow Press
- g. Tourangeau, R., & Smith, T.W. (1996). Asking sensitive questions: The impact of data collection mode, question format, and question context. *Public Opinion Quarterly*, 60,275-304.
- h. Wimmer, R., & Dominick, J. (2011). *Mass media research: An introduction* (9th ed.). Belmont, Calif.: Wadsworth Pub.