

## **MCM 246 Introduction to Research Design (3 Credit Hours)**

### **Course Description**

1. This course is designed to develop logical and critical thinking as well as research attitude in students. The course will introduce students to basics of research process by introducing them to critical reading, argumentation by effectively synthesizing their knowledge of the available literature and practices to the work they produce on their own. This course will introduce them to research process and will help them in developing research reasoning.

### **Learning Outcomes**

2. At the end of the course the students will be able to:
- Understand rules for research writing as well as research reasoning and argumentation.
  - Identify, evaluate and authenticate the sources of information.
  - Utilizes and integrate information presented in the literature into their writing.
  - Understand ethical considerations involve in the research process.
  - Get familiar with the basics of the most commonly used research methods in communication.

### **3. Course Content**

- Academic Reading
- Critical thinking, argumentation and reasoning
- Identifying Communication/Research sources
- Interacting with available literature
- Referencing, Annotated Bibliography, Summaries
- Research Writing rules and tools
- Topic, Thesis statement, Objectives, Significance/Implications
- Structure of Academic Essays, Research Papers
- Basics of Content Analysis
- Basic of Interview Method
- Ethical concerns in all of the above areas

### **Reference**

- Ellison, Carol (2010). McGraw-Hill's Concise Guide to Writing Research Papers. McGraw Hill Professional

2. Gregory Bassham (ed.) (2008). *Critical Thinking: A Student's Introduction*. McGraw-Hill.
3. Henderson, E. (2015). *The active reader: Strategies for academic reading and writing*. Oxford University Press, USA.
4. Reinard, J. C. (1998). *Introduction to communication research*. 3rd Edition. Boston, MA: McGraw-Hill.
5. Lester, James D. (2010). *Principles of Writing Research Papers*. Longman
6. Shon, Phillip Chong Ho. (2012). *How to Read Journal Articles in the Social Sciences: A Very Practical Guide for Students*. SAGE
7. Staines, Gail M., Bonacci, Mark., Johnson, Katherine. (2008). *Social Sciences Research: Research, Writing, and Presentation Strategies for Students*. Scarecrow Press
8. 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.
9. Wimmer, R., & Dominick, J. (2011). *Mass media research: An introduction* (9th ed.). Belmont, Calif.: Wadsworth Pub.