

COMM 4372 Methods of Research in Communication
COURSE SYLLABUS –COMMUNICATION DEPARTMENT

I. COURSE INFORMATION

- Spring 2020
- COMM 4372 Methods of Research in Communication CRN: 25467
- Class meets on Monday and Wednesday from 12:00 noon to 1:20 pm in Liberal Arts Building 308
- Required texts: 2016 Course reading package by Sage Publications, Incorporated.
Author: Flores ISBN: 9781506368252
- Materials:
 - i. Smart cell phone
 - ii. USB memory stick - 1 gigabyte - available in the UTEP bookstore
 - iii. Dictionary, Webster's, American Heritage, etc. (Electronic version OK)

II. INSTRUCTOR INFORMATION

- Dr. María de los Ángeles Flores
- Assistant Professor of Communication
- Office: Kelly Hall 223A
- Office Hours: MW from 8:30 am to 10:15 am and by appointment.
- Phone: 915/747-8798
- Email: mdelosangelesflores@utep.edu

III. COURSE CONTENT

A. COURSE DESCRIPTION:

- An overview of the various social science methodologies used in conducting research in the communication discipline. Includes problems formulation, measurement of concepts, design, collecting, and analyzing data.

B. COURSE OBJECTIVES:

- Students will be able to understand and identify academic research.
- Students will be able to differentiate between qualitative, quantitative, and critical methodologies.
- Students will demonstrate proficiency in analyzing research methods used in journal articles and a variety of communication products.

C. LEARNING OUTCOMES:

- Ability to recognize and appreciate academic research
- Ability to apply research in a group project using one of those methodological approaches
- Ability to comprehend the advances of using research methods to develop a research project/paper and/or a communication product.

D. ASSIGNMENTS:

- Attendance —5%
- Class participation – 5%
- Chapter exams – 65%
- Class assignments – 25%

E. GRADING SCALE:

- Final grades are based on the total of 100 percentage earned in the course.
- A= 90 -100 %, B= 80-89 %, C= 70-79%, D= 60-69%, F= below 60%.

IV. RULES, CLASSROOM POLICIES/ ETC:

A. ATTENDANCE: It is highly recommended that students regularly attend the classes and do the assigned readings prior to class. Five percent of the final grade will be determined by students' attendance and participation in class. The class will use a "five minutes" late policy. If a student has a personal emergency, family emergency, or illness that impedes him/her from attending class, the student is responsible for sending an email to Dr. Flores requesting an excused absence. **If a student is absent eight times or more during the semester Dr. Flores will drop the student from the class.**

B. LATE WORK: All assignments and exams must be turned in/taken on time. Late work will not be accepted after the due date without written consent from Dr. Flores.

C. PLAGIARISM AND CHEATING: You are expected to write all of your own work and that you will know how to cite sources and quote people accurately. Please read the university's Code of Conduct:
<http://admin.utep.edu/LinkClick.aspx?link=HOOPSection+II.pdf&tabid=30181&mid=63285> **Plagiarism will result in dismissal from the class and an automatic grade of F. Academic dishonesty will be reported to the Chair of the Department of Communication and to the Dean of Student Affairs.**

D. COURSE ASSIGNMENTS: All written work submitted for grading should be on Word document, neatly typed, double-spaced (Times New Roman font, size 12, 1 inch margins on all sides), well-organized, free from spelling & grammatical errors, and must be submitted electronically via Blackboard. If students have any questions about these standards, please ask Dr. Flores. After completing your writing assignments, always email a copy to your own email address to have a backup.

- English or Spanish: You may write your assignments in English or Spanish or both, whichever languages you intend to work in professionally.
- Accuracy: You must always use correct spelling, grammar and punctuation in every assignment. Always use the spell check feature in Word.
- Storage: You are required to bring an electronic copy of your work to class on a USB-memory stick. We will often edit your work in class. Memory sticks, or thumb drives, with at least one GB of memory.

E. COURSE COMMUNICATION: Students are expected to show respect for professors, guests, and each other regardless of opinions, values, cultural or other differences. Students should give each other equal opportunity to express opinions, experiences, and ideas. All students should be supportive of a cooperative learning environment in the classroom. Dr. Flores reserves the right to publicly address students whose behavior disrupts the learning environment. Be prepared to discuss current events in the news locally, regionally and beyond. This shows that you are observing coverage, technique and news judgment.

F. CELL PHONES: Personal and work cell phones must be muted before class begins. If you need to keep the ringer on for emergency purposes, please let Dr. Flores know before the start of the class session.

G. COURSE LABTOPS AND TABLETS: Students are encouraged to take class notes on their laptops and tablets. Please use Evernote (free software) to keep your class notes organized and neat. For more information, please visit: <https://evernote.com> Evernote video overview: <https://www.youtube.com/watch?v=Pjn6YkCY2yA>

V. ACADEMIC MISCONDUCT: The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

VI. CASS POLICY: If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu, or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities.

VII. COURSE CALENDAR

Week	Assignments
Week 1 January 20 to 25	Introductions Review of syllabus
Week 2 January 27 to 31	Chapter —What is research? (pages 1-22)
Week 3 February 3 to 7	Chapter —What is research? (pages 1-22)
Week 4 February 10 to February 14	Exam of What is research? Chapter 2—The Research Process (pages 23-45)

Week 5 February 17 to 21	Chapter 2—The Research Process (pages 23-45)
Week 6 February 24 to 28	Exam of The Research Process Assignment- Journal article evaluation The Digital Divide
Week 7 March 2 to 6	Chapter 6—Getting Started: Possibilities and Decisions (pages 105-123)
Week 8 March 9 to 13	Exam of Getting Started Chapter 7—First Decisions: What, Why How? (pages 124-141)
Week March 16 to 20	Spring break
Week 9 March 23 to 27	Chapter 7—First Decisions: What, Why How? (pages 124-141) Assignment #2-In class-group activity
Week 10 March 30 to April 3	Exam of First Decisions Assignment #3 Journal article evaluation- Hip Hop
Week 11 April 6 to 10	Chapter 5—19 Common Thinking Errors (pages 85-104) Chapter 9—You Could look it up reading, recording and reviewing research (pages 75-84)
Week 12 April 13 to 17	Mr. Jacob Galindo's presentation Exam of 19 Common Thinking Errors
Week 13 April 20 to 24	Exam of You Could look it up Chapter 10—Participant Observation (pages 75-84)
Week 14 April 27 to May 1	Chapter 10—Participant Observation (pages 75-84) Assignment #4 Participant observation activity-The Lost Conquistador.
Week 15 May 4 to 8	Exam of Participant Observation

THE INSTRUCTOR RESERVES THE RIGHT TO MAKE NECESSARY CHANGES IN THE SCHEDULE/CALENDAR/ASSIGNMENTS DEPENDING ON THE NEEDS OF THE CLASS.