

## **COURSE SYLLABUS –COMMUNICATION DEPARTMENT**

### **I. COURSE INFORMATION**

SEMESTER & YEAR: Spring 2019

COURSE NAME & CRN: COMM 4372 (22530): Methods of Research in Communication

Class meets on Monday and Wednesday from 12:00 to 1:20 pm in Liberal Arts 210

TEXT: 2016 Course reading package by Sage Publications, Incorporated.

Author: Flores ISBN: 9781506368252

### **II. INSTRUCTOR INFORMATION**

NAME: Dr. María de los Ángeles Flores

OFFICE LOCATION: Kelly Hall 223A

OFFICE HOURS: Monday & Wednesday from 1:30 p.m. to 2:45 p.m., and by appointment.

PHONE(S): 915-747-8798 EMAIL(S): [mdelosangelesflores@utep.edu](mailto:mdelosangelesflores@utep.edu)

### **III. COURSE CONTENT**

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.

#### **COURSE OBJECTIVES:**

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

#### **LEARNING OUTCOMES:**

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

#### **ASSIGNMENTS:**

Chapter exams	60%
Class research project	20%
Presentation of research project	20%
Attendance	5%
Class participation	5%

#### GRADING SCALE:

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

#### IV. **RULES, CLASSROOM POLICIES/ ETC.**

**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.

**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 the instructor.**

**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.

**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.

**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.

**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](mailto: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](http://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**

Class meetings	Topic	Pages
1 & 2	Introductions Ch. 1 What is research?	1-22
3 & 4	Ch. 1 What is research?	1-22
5 & 6	Ch. 2 The research Process	23-45
7 & 8	Ch. 5 19 Common Thinking Errors	85 – 104
9 & 10	Ch. 6 Getting started: Possibilities and Decisions	105 -123
11 & 12	Ch. 7 First Decisions What, Why, How?	124-141
13 & 14	Journal article evaluation	
15 & 16	Ch. 8 Ethics What are my responsibilities as a researcher?	85 – 104
17 & 18	Ch. 9 You could look it up reading, recording, and reviewing research.	75 -84
19 & 20	Ch. 3 Participant Observation	142-163
21 & 22	Content analysis project	
23 & 24	Ch. 4 Experiments	45 - 60
25 & 26	Ch. 11 Experiments researching cause and effect	61 - 74
27 & 28	Thanksgiving Holiday	
29 & 30	Ch. 11—Experiments Last class week	124-141

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