**PROPOSAL TITLE:** Introduction to Communication Research

- **UNDERGRADUATE**
- **GRADUATE**
- **3.5 H. CREDIT HOURS**

**SPONSOR(S):** Don Bagin, Ed.D., Anthony Fulginiti, APR, Sabrena Parton, Ph.D.

**DEPARTMENT & TELEPHONE:** Public Relations/Advertising (256-4332) - Communication Studies (4304)

**CHECK ONE:**
- COURSE
- MINOR PROGRAM
- CONCENTRATION
- SPECIALIZATION
- ACHIEVEMENT CERTIFICATE
- CERTIFICATION PROGRAM
- **MAJOR PROGRAM**

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**STEP #1 (DEPARTMENT)**

- **APPROVED/DATE:**
- **NOT APPROVED/DATE:**

*Dept. Curriculum Chr.*

- **REVIEWED/DATE:**

*Dept. Chr.

**STEP #2 (RECEIPT)**

- **SCC#:** 96-97-111
- **DATE RECEIVED:** 9-14-97

*Senate Curriculum Chr.*

**STEP #3 (SCHOOL)**

- **REVIEWED DATE:**
- **RECOMMEND TO APPROVE**
- **RECOMMEND NOT TO APPROVE**
- **FORWARD FOR OPEN HEARING**
- **WITHOUT RESERVATIONS**
- **WITH RESERVATIONS**

- **COMMENTS:**

*School Committee Chr.*

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**STEP #4 (ACADEMIC DEAN)**

- **RECOMMEND**
- **NOT RECOMMEND**
- **CONDITIONALLY RECOMMEND (SEE COMMENTS)**

*Date & Signature, Dean of School* 7/25/97

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**STEP #5 (SENATE CURRICULUM COMMITTEE)**

- **DATE OF OPEN HEARING:** 10-9-97
- **APPROVED BY SENATE CURRICULUM COMMITTEE (DATE):**
- **RETURNED TO SPONSOR(S) FOR THE FOLLOWING REASONS:**

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**DATE PRESENTED TO SENATE:** 10-21-97

**APPROVED**

**NOT APPROVED**

**NOTIFICATION TO EXECUTIVE VICE PRESIDENT/PROVOST (DATE):** 10-33-97

**SENATE CURRICULUM COMMITTEE CHAIR SIGNATURE/DATE:**

*Signature*
RECEIVED 10/27/97

YES  NO

REASONS ARE AS FOLLOWS:

ENT CREDIT HOURS 3

LTY LOAD HOURS 3

LIZED CREDIT HOURS

CIAL COPY & APPROVAL SHEET FILED (DATE) 11/4/97

ATURE, EXECUTIVE VICE PRESIDENT/PROVOST

ISTRAR

APPROVED COURSE DESCRIPTION RECEIVED 11/01/97

IS TAXONOMY AND COURSE NUMBER ASSIGNED 11/01/97

SIGNATURE OF REGISTRAR

IFICATION FORWARD:

SENATE CURRICULUM COMMITTEE CHAIRPERSON

PARTMENT CHAIRPERSON(S)

ADEMIC DEAN(S)  Transmittal 4/24/98

EGISTRAR

PENSOR(S)
SCHOOL OF COMMUNICATION

Departments of
Public Relations/Advertising & Communication Studies

INTRODUCTION TO COMMUNICATION RESEARCH
3 S.H.

Dr. Don Bagin
Mr. Anthony Fulginiti, APR
Dr. Sabrena Parton

1997
NEW COURSE PROPOSAL

I. DETAILS

Course Title: Introduction to Communication Research

Sponsors: Don Bagin, Ed.D, Department of Public Relations/Advertising
          Anthony Fulginiti, APR, Dept. of PR/Adv.
          Sabrena Parton, Ph.D., Department of Communication Studies

Credit Hours: 3 S.H.

Course Level: Graduate

Curricular Effect: Major requirement. Would prepare students for conducting research for thesis requirement in Seminar I & II.

Prerequisites: None

Suggested Time & Scale of Implementation: One semester course to be offered beginning spring semester, 1998.
                                             One section of the course would be offered once per year.

Adequacy of Resources: This course can be offered using present resources of the Public Relations/Advertising and Communication Studies Departments.

Recommended Library Resources: Recommended texts:


       Washington, D.C.

Other resources: Public Relations professional journals and publications.

Short-term Evaluations: N/A
II. RATIONALE

Research is the essence of a graduate thesis project. Research knowledge and skills directly affect the quality of theses submitted by students as one requirement toward the completion of the graduate communication program.

At present, information on communication research methods and practices is offered to students in one class session during fall semester. We have found that the breadth and depth of information is too much for students to comprehend in one three-hour sitting.

The proposed course would allow students adequate time to thoroughly investigate, understand and practice various research methods pertaining specifically to communication issues. The course will also help students make the connection between research methods and thesis composition. This would set the foundation for student success in the graduate communication program, as well as aid students in meeting dissertation requirements should they advance for further study in doctoral programs.

III. ESSENCE OF THE COURSE

Course Objectives: Students will learn how to conduct the four types of research as they pertain to communication issues. They will also learn how to write a thesis.

Topical Outline/Content: See attached course outline.

Student Evaluation & Grading Procedures: Students' knowledge and understanding of research will be evaluated through the following methods:

a.) Oral reports on journal readings and assignments.
b.) Five cumulative written assignments resulting in a thesis proposal that follows APA guidelines.
c.) One comprehensive exam on research methods.

Students will be graded on the quality of each written and/or oral assignment and knowledge exhibited on the comprehensive exam. All grades will be averaged to determine the final grade for the course.

Course Evaluation: Success of the students in understanding course content, evidenced by successful completion of the thesis proposal, and the reactions of professors advising students in thesis preparation will determine the effectiveness of the course.
IV. RESULTS OF CONSULTATIONS

The course proposal and supporting material was sent to the following people for their review:

1. Ed Streb, Ph.D., Chairman, Department of Communication Studies
2. Ken Albone, Ph.D., Asst. Professor, Dept. of Communication Studies
3. Cindy Corison, Ph.D., Asst. Professor, Dept. of Communication Studies.
4. Suzanne Sparks, Ph.D., Asst. Professor, Department of Public Relations/Advertising.
5. Steve Shapiro, Ph.D., Asst. Professor and graduate thesis advisor, Dept. of PR/Adv.
6. Anthony Fulginiti, APR, Professor and graduate thesis advisor, Dept. of PR/Adv.

The majority consulted approved the course as proposed. Additional comments are provided below.

**Dr. Sparks** - Suggested that quizzes might be a worthy addition to the class assignments as another evaluation tool. She also agreed that a second course focusing more on research methods and basic statistical analysis is very important for students’ complete knowledge.

**Tony Fulginiti:**

A. Additional texts:

   2. Slade, Campbell and Ballou. *Form and Style, Research Papers, Reports, Theses* (9th Ed.) Houghton Mifflin.

B. A discussion of the various types, and uses, of computer software programs for data analysis should be included in material covered in “Research Procedures.”

V. ADDITIONAL COMMENTS

N/A
Course Outline

I. The Research Process
    A. Research in Public Relations (Week 1 - Give first written assignment)
    B. Research Procedures (Week 1)
        1. Selection of Problem
        2. Review of Literature
        3. Statement of Hypothesis or Research Question
        4. Determine Methodology
        5. Data Collection
        6. Analysis and Interpretation
        7. Presentation
        8. Replication
        9. Human Subjects Review
       10. Research Ethics
    C. APA Manual Style (Week 2)
    D. Concepts, Constructs, and Variables (Weeks 3 & 4 - Give second written assignment)
        1. Independent & Dependent Variables
        2. Operational Definitions
        3. Explication
        4. Discrete and Continuous Variables
        5. Scales and Indexes
        6. Reliability and Validity
    E. Sampling (Week 5 - Give third written assignment)
        1. Population and Sample
        2. Probability and Nonprobability
        3. Sample size, error, and weighting

II. Research Methods
    A. Documentary (Week 6)
    B. Historical-Critical (Week 6)
        1. Types
        2. Procedures
        3. Collecting and Verifying Evidence
        4. Pitfalls and Limitations
    C. Descriptive Research (Weeks 7 - 10 - Give fourth written assignment in Week 7)
        1. Purposes
        2. Surveys
        3. Interviews
        4. Observations
    D. Experimental Research (Weeks 7-10)
        1. Control
        2. Design

(Give Comprehensive Exam on research methods on Week 10)
VI. CATALOG COURSE DESCRIPTION

Hegis no. 3 S.H.
Introduction to Communication Research

A study of the research process as it relates to the task of writing a communication thesis. Emphasis will be placed on the four standard, accepted types of research. Students will examine the unique purposes, features, procedures and uses of each research type, using the information as the basis for creating a thesis proposal.
III. Statistical Procedures and Analysis *(Weeks 11-14)*

A. t-tests
B. chi-squares
C. ANOVA's
   1. one-way, two-way, three-way
   2. randomized-block, split-plot
   3. multiple comparisons
      a. Duncan's test
      b. Scheffe's test
D. MANOVA's
E. Eta
F. Pearson r
G. Multiple Correlations
H. Semi-partial Correlations
I. Discriminant Function
J. SPSS-X

IV. Prospectus Presentations *(Weeks 15 & 16 - Fifth written assignment is due)*