

RESEARCH IN COMMUNICATION

COMM 3350 *Fall 2017*

Class: Mondays from 4:40 p.m. to 7:10 p.m. in ELABS 255

Instructor: Dr. Young Joon Lim

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- *Phone:* 956-665-3777 (office)
- *Duration:* Aug. 28, 2017 – Dec. 10, 2017
- *Office Hours:* Monday, 1:30 p.m. to 4:30 p.m., or by appointment

Course Textbook

- **Title:** *Introducing communication research: Paths of inquiry* (2nd edition)
- **Author:** Donald Treadwell (Sage, 2013)

Course Overview

COMM 3350 explores basic methodologies of communication research, including experiments, surveys, focus groups, field observations, content analysis, and rhetorical and critical analyses. These methodologies and the theoretical and ethical assumptions underpinning them are examined as ways of posing questions and getting answers about human communication.

Course Objectives

At the end of this course, students should be able to:

- Define basic research concepts such as hypotheses, research questions, variables, operationalization, sampling, statistics, measurement, reliability, validity, unobtrusive measures, observational measures, rhetorical analyses and criticism.
- Describe and evaluate such approaches as empiricism, and critical and interpretive research.
- Describe, explain and compare specific research methods such as experiments, surveys, interviewing, focus groups, observation, content analysis and critical and rhetorical analyses.
- Design and conduct a research study addressing a specific research question in your area of interest.
- Critically evaluate the research of others.
- Assess the advantages and disadvantages of different research approaches and methods.

Ask the Professor

If students have private questions or requests, they can contact the instructor through young.lim@utrgv.edu. Please include "COMM 3350" in the subject line of any emails. Students will be expected to use their UTRGV email for all correspondence. **Keep communication professional.** The instructor will respond to questions and requests within 24 to 48 hours except for weekends and holidays.

Course Expectations

1. Advice for Course Success

Come to class and participate in discussion. **Don't seek any personal favor.** The prime philosophy of this class is **Fairness**. Unfortunately some students are not reluctant to seek a favor such as personal extra credit. This class does not advocate favoritism.

2. Missed or Late exams or assignment

By definition, missed exams create major time and scheduling conflicts and are **unfair** to those who are prepared. For this reason, students who fail to take an exam or submit the assignment will receive a score of zero unless they have a legitimate excuse. Fairness is the class motto.

3. Academic Integrity & Honesty

The on-line exams are open book and open notes. All questions should be answered. Students are **NEVER** allowed to have any kind of communication referring to the exam questions during the semester. Anyone who leaks the exam questions to other students will be placed on **disciplinary probation** and result in a **grade of zero**. In addition, cheating on examinations by giving or receiving assistance from another person will result in severe punishment.

4. Classroom Etiquette

A classroom climate that is cozy and productive to all can be built in cooperation with one another. In class, we respect fellow classmates and avoid disruption such as private conversations and the use of cell phones. More important, we support class activities of others with an open mind. In short, selfish misbehavior that generates class disorientation will not be tolerated. Students are expected to arrive at the classroom before class begins. No electronic device is allowed. Please be considerate of other students.

5. Copyright

The lecture notes and all materials associated with this course are copyrighted in the name of Young Joon Lim, August 2017. Students are not allowed to record lectures or distribute any class materials.

UTRGV Policies

STUDENTS WITH DISABILITIES:

If you have a documented disability (physical, psychological, learning, or other disability which affects your academic performance) and would like to receive academic accommodations, please inform your instructor and contact Student Accessibility Services to schedule an appointment to initiate services. It is recommended that you schedule an appointment with Student Accessibility Services before classes start. However, accommodations can be provided at any time. **Brownsville Campus:** Student Accessibility Services is located in Cortez Hall Room 129 and can be contacted by phone at (956) 882-7374 (Voice) or via email at ability@utrgv.edu. **Edinburg Campus:**

Student Accessibility Services is located in 108 University Center and can be contacted by phone at (956) 665-7005 (Voice), (956) 665-3840 (Fax), or via email at ability@utrgv.edu.

MANDATORY COURSE EVALUATION PERIOD: Fall 2017 (full semester) Nov. 15 – Dec. 6

Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (<http://my.utrgv.edu>); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades. Online evaluations will be available.

SCHOLASTIC INTEGRITY:

As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University. Scholastic dishonesty includes but is not limited to: cheating, plagiarism, and collusion; submission for credit of any work or materials that are attributable in whole or in part to another person; taking an examination for another person; any act designed to give unfair advantage to a student; or the attempt to commit such acts. Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines). All scholastic dishonesty incidents will be reported to the Dean of Students.

SEXUAL HARASSMENT, DISCRIMINATION, and VIOLENCE:

In accordance with UT System regulations, your instructor is a “responsible employee” for reporting purposes under Title IX regulations and so must report any instance, occurring during a student’s time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing, discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect in an environment free from sexual misconduct and discrimination.

Grading

1. The final grade will be based on:

• Three Exams	100 points each
• Literature Review Paper	50 points
• Research Design Paper	150 points
TOTAL	500 points

- Students must take the first exam during the 5th week; the second exam during the 9th week; and the third exam during the 13th week. Each exam will consist of 30 multiple choice questions (three points each) and one essay question (10 points).
- Detailed information for assignments will be posted on Course Blackboard.

2. Final letter grade:

A = 450 to 500 B = 400 to 449 C = 350 to 399 D = 300 to 349 F = Below 300

COMM 3350 Schedule -- Fall 2017

Here is the tentative schedule for our class.

Week	Date	Class Topic	Notice
Week 1	Aug. 28	Ch.1	Course Introduction
Week 2	Sept. 4	No Class	Labor Day
Week 3	Sept. 11	Ch. 2 & Ch. 4	
Week 4	Sept. 18	Ch. 3	
Week 5	Sept. 25	First Exam	Available from 6:00 am, Sept.26 until 11:59 pm, Sept. 26
Week 6	Oct. 2	Ch. 8 & Ch. 9	
Week 7	Oct. 9	Ch. 10	
Week 8	Oct. 16	Ch. 11	
Week 9	Oct. 23	Second Exam	Available from 6:00 am, Oct. 24 until 11:59 pm, Oct. 24
Week 10	Oct. 30	Ch. 5	
Week 11	Nov. 6	Ch. 6 & Ch. 7	
Week 12	Nov. 13	Ch. 12	
Week 13	Nov. 20	Third Exam	Available from 6:00 am, Nov. 21 until 11:59 pm, Nov. 21
Week 14	Nov. 27	Ch. 13& Ch. 14	Assignment Information
Week 15	Dec. 4	Paper in Progress	
Week 16	Dec. 8	Paper Submission	Due by 11:59 pm
Thank You			