

**Eastern Illinois University
New/Revised Course Proposal Format
(Approved by CAA on 4/3/14 and CGS on 4/15/14, Effective Fall 2014)**

Banner/Catalog Information (Coversheet)

1. ☒ **New Course** or ☐ **Revision of Existing Course**
2. **Course prefix and number:** CMN 5040
3. **Short title:** CMN Research Methods
4. **Long title:** Communication Research Methods
5. **Hours per week:** 3 Class 0 Lab 3 Credit
6. **Terms:** ☐ Fall ☐ Spring ☐ Summer ☒ On demand
7. **Initial term:** ☐ Fall ☒ Spring ☐ Summer Year: 2017
8. **Catalog course description:** This course examines the research paradigms of Communication Studies with a primary focus on qualitative, quantitative and critical research methodologies. Students will learn how a research paradigm influences the formation of research questions, study design, and how research is conducted. Students will actively implement concepts from various approaches utilized by scholars and practitioners in the field of Communication Studies.
9. **Course attributes:**

General education component: N/A

☐ Cultural diversity ☐ Honors ☐ Writing centered ☐ Writing intensive ☐ Writing active
10. **Instructional delivery**
Type of Course:

☒ Lecture ☐ Lab ☐ Lecture/lab combined ☐ Independent study/research
☐ Internship ☐ Performance ☐ Practicum/clinical ☐ Other, specify: _____
Mode(s) of Delivery:

☒ Face to Face ☐ Online ☐ Study Abroad
☐ Hybrid, specify approximate amount of on-line and face-to-face instruction
11. **Course(s) to be deleted from the catalog once this course is approved:** None.
12. **Equivalent course(s):** None
 - a. **Are students allowed to take equivalent course(s) for credit?** ☐ Yes ☐ No
13. **Prerequisite(s):** None.

- ___ No one ___ Chair ___ Instructor ___ Advisor ___ Other (specify)

2. Rationale for proposal:

The course introduces students to qualitative, quantitative and critical research methodologies as they pertain to the study of communication. It accommodates the needs of our graduate students to understand research across our field, which traditionally utilizes a variety of research methodologies. Students will learn to read and understand research from a variety of perspectives and also how to conduct research from different paradigmatic approaches. Since this course is being added as a department requirement for all graduate students beginning in Fall 2016, it will also provide students the foundation necessary to complete their capstone thesis project.

3. Justifications for (answer N/A if not applicable)

Similarity to other courses: N/A

Prerequisites: N/A

Co-requisites: N/A

Enrollment restrictions: The course is designed to provide a background in communication research methods suitable for students who are preparing to engage in communication research at the graduate level. Therefore, students who are not preparing to engage in such work should not seek to take this course. The department offers an introductory course in communication research methods at the undergraduate level and students not currently pursuing a graduate degree would be better off taking that course.

Writing active, intensive, centered: N/A

4. General education assurances (answer N/A if not applicable)

General education component: N/A

Curriculum: N/A

Instruction: N/A

Assessment: N/A

5. Online/Hybrid delivery justification & assurances (answer N/A if not applicable)

Online or hybrid delivery justification: N/A

Instruction: N/A

Integrity: N/A

Interaction: N/A

Model Syllabus (Part II)

1. Course Number and Title: CMN 5040: Communication Research Methods

2. Catalog Description:

This course examines the research paradigms of Communication Studies with a primary focus on qualitative, quantitative and critical research methodologies. Students will learn how a research paradigm influences the formation of research questions, study design, and how research is conducted. Students will actively implement concepts from various approaches utilized by practitioners in the field of Communication Studies.

3. Learning Objectives

*Note: Graduate learning goals are noted in parenthesis

After taking this course, students will be able to:

- demonstrate comprehension and knowledge of qualitative, quantitative and critical research methods in communication studies (Depth of content knowledge, critical thinking and problem solving skills).
- construct research questions and implement appropriate methods to produce original research (Critical thinking and problem solving skills, effective oral and written communication skills, Advanced scholarship through research/creative activity).
- critique scholarly materials, such as research articles (Depth of content knowledge, critical thinking and problem solving skills).
- critically address various ethical concerns related to research (Depth of content knowledge, Critical thinking and problem solving skills).

4. Course Materials:

Berger, A. (2013). *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches* (3rd Edition). Sage Publications: Thousand Oaks, CA.

Additional readings will be assigned and posted online through the LMS.

5. Weekly Outline of Content

Week 1	What are Communication Research Methods? A. Research defined. B. Theory defined. C. Research methods defined. D. Broad/Introductory overview of qualitative, quantitative and critical methods.
Week 2	Overview of Research A. Formulating research questions. B. Overview of data and making claims. C. Ethics in research and the IRB.
Week 3	Constructing an MA Thesis Prospectus A. Structure of a research paper/prospectus (Introduction, Methods, Literature Review, Findings, Conclusion and Work Cited Page). B. Brainstorming potential research topics. C. Create prospectus outline. D. Examination and critique of various example prospectus proposals.
Week 4	Navigating Research Sources A. Orientation of Booth library, various databases and research strategies.

	B. Primary versus secondary sources. C. The critique of research sources. D. APA formatting.
Week 5	Quantitative Research Part 1. A. Overview of quantitative research. B. Overview of quantitative methodologies. C. Strengths and limitations of quantitative research.
Week 6	Quantitative Research Part 2. A. Overview of survey research. B. Constructing an original survey instrument. C. Critique of survey instrument.
Week 7	Quantitative Research Part 3. A. General overview of statistics and quantitative software. B. Implementation of survey. C. Overview of survey data analysis. D. Making research claims. E. Strengths and limitations of survey research.
Week 8	Qualitative Research Part 1. A. Overview of qualitative research. B. Overview of qualitative methodologies. C. Strengths and limitations of qualitative research. D. Mid-term exam
Week 9	Qualitative Research Part 2. A. Overview of ethnography. B. Taking field notes. C. Finding patterns/coding the data. D. Making research claims. E. Strengths and limitations of ethnography.
Week 10	Qualitative Research Part 3. A. Overview of field interviewing. B. Constructing field interview instrument. C. Critique of the instrument. D. Strengths and limitations of interviewing.
Week 11	Critical Methods Part 1. A. Overview of various critical methods/approaches. B. Strengths and limitations of critical methods.
Week 12	Critical Methods Part 2. A. Overview of critical media analysis. B. Introduction to semiotics, textual and rhetorical analysis. C. Critical analysis of a television commercial. D. Discussion/critique of power, representation and the media. E. Strengths and limitations of critical media analysis.
Week 13	Critical Methods Part 3. A. Overview of discourse analysis. B. Introduction to Foucault and discourse. C. Constructing a discourse analysis. D. Strengths and limitations of discourse analysis.
Week 14	Prospectus Workshop A. This workshop will enable students to finalize their sample MA prospectus proposal. B. Students will review and critique each others prospectus (works in progress)
Week 15	Final Prospectus Presentations A. Students will present their sample MA prospectus constructed in the course with a conference style of presentation.
Week 16	Final Exam

6. Assignments

Short Method Papers/Reflections (Four Total)	40%
Exam (Mid-term)	15%
Exam (Final)	15%
Oral presentation of research prospectus	10%
Research prospectus	20%

7. Grading Scale

- A = 90-100%
- B = 80-89.9%
- C = 70-79.9%
- D = 60-69.9%
- F = Below 60%

8. Learner Objectives, Assignments, and Evaluations

	Short Method Papers/Reflections (40%)	Mid-Term Exam (15%)	Final Exam (15%)	Final Prospectus and Oral Presentation (30%)
Have comprehension and knowledge of qualitative, quantitative and critical research methods (depth of content knowledge, critical thinking and problem solving skills, effective oral and written communication skills, advanced scholarship through research/creative activity).	X	X	X	X
Construct research questions and implement appropriate methods to produce original research (critical thinking and problem solving skills, effective oral and written communication skills, advanced scholarship through research/creative activity).	X			X
Critique scholarly materials, such as research articles (A depth of content knowledge, critical thinking and problem solving skills).	X			X
To critically address various ethical concerns related to research (A depth of content knowledge, critical thinking and problem solving skills).	X	X	X	X

Date approved by the department or school: January 25, 2016

Date approved by the college curriculum committee: February 10, 2016

Date approved by the Honors Council (if this is an honors course):

Date approved by CAA: Not Applicable CGS: April 5, 2016

6. Assignments