Introduction to the Course

KOM5113: Communication Research Methods (PJJ)
Second Semester (February), 2012/2013
By: Assoc. Prof. Dr. Siti Zobidah Omar
Name: Assoc. Prof. Dr Siti Zobidah Omar

Tel: 03 – 8946 8797 (Off.)
Fax: 03 - 8948 5950
E-mail: zobidah@putra.upm.edu.my

Room: Department of Communication,
       Faculty of Modern Languages and
       Communication,
       Universiti Putra Malaysia
Course requirement

Required text:

• PJJ Module

Other Readings:


Course objectives

• Understand the processes involved in conducting research
• Able to prepare research proposal
• Able to conduct research
• Understand research report
Other course objectives:

After completing this course, the student should be able to:

• Explain the meaning of research
• Identify the steps in a research process
• Explain the steps in research process
• Identify a research problem
• Develop measurements for research variables
• Describe the meaning, rationale and steps involves in sampling
• Choose appropriate data gathering method
• Identify appropriate data analysis procedure
• Interpret findings and write research report.
Course content

• Introduction to research: definition, purpose, importance and types
• Steps and processes in conducting research
• Conceptualization, operationalization and measurement
• Reliability and validity
• Indexes and scales
• Literature reviews and past research
• Population and sampling procedures
• Research instrument development
• Data collection techniques
• Data processing and analysis
• Research report writing
• Research ethics
Course evaluation

- Participation: 5%
- First Assignment: 20%
- Second Assignments: 25%
- Mid-Semester Exam: 20%
- Final Exam: 30%
First Assignment (20%)

Students are requested to select two research articles in an academic journal related to Corporate Communication. Read and review these articles based on:

a) Introduction (detail with sub-topics)
b) Literature Review (detail with sub-topics)
c) Methodology (detail with sub-topics)
d) others

Date of submission: 12 April 2013
Guidelines:

• Length of 1\textsuperscript{st} assignment – 15-20 pages
• Type written – double space
• References – using APA style
• Must be an academic writing
• No plagiarism
• Please submit on time
2nd Assignment (25%)

- Student are requested to write a research proposal in the field of Corporate Communication. Please follow the research proposal guidelines provided.

- Proposal should consist of:
  i) Introduction (detail with sub-topics)
  ii) Literature Review (detail with sub-topics)
  iii) Methodology (detail with sub-topics)

Date of submission: 17th May 2013
Guidelines for 2nd Assignments:

- Length of a research proposal 20-25 pages including References
- Academic writing, follow APA style in citing others’ work.
- Explanation of methods must reflect the topic and objectives of research
• Current Literatures, proposed instruments, etc.
• References - priority given are from Journals, academic books
Mid-Semester Exam (20%)

- Subjective questions
- Answer two questions
- Question one is compulsory
- Will be given three questions. Choose two questions to answer
- Duration of exam: Two hours
Final Semester Exam (30%)

- Subjective questions
- Answer three questions
- Question one is compulsory
- Will be given four questions. Choose three questions to answer
- Duration of exam: Two hours
Reminders of Plagiarism

• Students are not allowed to plagiaries
• Please refer to ‘Turn-it-in’ or ‘Viper’ software
• Zero marks [0] will be given to those students who are caught doing so.
Journals

- Jurnal Komunikasi (UKM)
- Jurnal Pengajian Media (UM)
- Jurnal Pertanika (UPM)
- Jurnal Teknologi
- Journal provided in Easy Proxy (UPM’s Library)
- Other related Journals
All the best ...