Introduction to the Course

KOM 5113 Communication Research Methods (PJJ)
Second Semester (December), 2010/2011
By: Assoc. Prof. Dr. Siti Zobidah Omar
Lecturer

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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 involved 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

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

Students are requested to select two research articles in an academic journal that is related to issues in Corporate Communication. Read and review the article based on:

a) Introduction
b) Literature Review
c) Methodology
d) others

Date of submission: 14th February, 2011 (Monday)
Guidelines:

• Length of 1st 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. Please follow the research proposal guidelines provided.
- Proposal should consist of:
  i) Introduction
  ii) Literature Review
  iii) Methodology
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
• Date of submission: **21 March, 2011. (Monday)**
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 Teknologi
• Journal provided in Easy Proxy (UPM’s Library)
• Other related Journals
All the best ...