Introduction to the Course

KOM 5113 Communication Research Methods (PJJ)
Second Semester (January), 2011/2012
By: Assoc. Prof. Dr. Siti Zobidah Omar
Lecturer

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

- First Assignment 20%
- Second Assignments 30%
- Mid-Semester Exam 20%
- Final Exam 30%
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: 3rd March, 2012 (Saturday)
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 (30%)

• 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\textsuperscript{st} April, 2012. (Saturday)
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 ...