

Bridgewater State University

Syllabus Summer 2019

COMM 224-FRB ~

Communication Research and Writing

May 27 – June 21



Instructor & Contact Information

Instructor: Hui Zhang, Ph.D.

E-mail: Hui.Zhang@bridgew.edu

Office Hours: By appointment.

Face-to-face meetings or e-mails are the best way to get in touch with me outside of class. When you email me, please type COMM 224-FRB in the subject line and allow a 24-hour turnaround for a response on weekdays (except holidays). If you e-mail me after 5 p.m., I may not open it until the next weekday.

About the Instructor:

Dr. Hui Zhang is an assistant professor in the Department of Communication Studies at Bridgewater State University where she teaches courses in public relations, intercultural communication, and communication research. Her research interests include strategic communication, intercultural communication, health communication, media effects, and research methods. She is a Fulbright alumni. She is proud of serving as faculty advisor on a winning Arthur W. Page Society/Institute for Public Relations case study competition case authored by her undergraduate students.

Course Description

The course provides students an overview of the process in which communication research is designed, conducted, and critically evaluated. The primary goals of this course are to help students become critical consumers and limited producers of communication research.

Course Objectives

At the conclusion of the course, students should:

- 1) master the concepts and technical vocabulary of communication research, and be able to use them appropriately,
- 2) comprehend the relationship between theory and research methods in the field of communication as a social science,
- 3) assess the ethical choices of researchers in conducting and presenting communication research,
- 4) become an intelligent consumer of communication research— able to read, understand, explain and critically evaluate communication research reported in scholarly journals and in popular press, and
- 5) communicate the findings of original communication research to a lay audience.

Required Reading Materials & Other Resources

- Wimmer, R. D., & Dominick, J. R. (2011). *Mass Media Research: An Introduction*, 10th Edition. Boston, MA: Wadsworth/Cengage Learning.
- Scholarly journal articles and news articles reporting communication research will be assigned as the course proceeds.

Computer Access and Reliable Internet are also required. It is your responsibility to bring a laptop, preferably with Internet access, to class.

Tentative Course Schedule, Topics, and Assignments

This is a tentative schedule for the course. The instructor reserves the right to make changes to the schedule as necessary.

Contact the instructor immediately to request an extension if you are unable to complete an assignment as scheduled. **LATE ASSIGNMENTS WILL NOT BE ACCEPTED UNLESS AN EXTENSION HAS BEEN APPROVED PRIOR TO THE DEADLINE BY THE INSTRUCTOR.**

The 5-week course is organized into the following four units:

- Unit 1: Research Basics (Week 1: Ch. 1,3)
- Unit 2: Elements of Research (Week 2: Ch. 2)
- Unit 3: Research Approaches (Week 2-4: Ch. 4, 6, 7, 9, 5)
- Unit 4: Data Analysis (Week 5: Ch. 10, 11)

Week 1(5/27-5/31):

Mon. In Class	Homework
<ul style="list-style-type: none"> • Review syllabus • Introductions 	<ul style="list-style-type: none"> • Read Ch. 1 • Sign Signature Form
<p>Tue. In Class</p> <ul style="list-style-type: none"> • Lecture 1 Ch. 1 Science and Research • Last Day of Add/Drop Period 	<p>Homework</p> <ul style="list-style-type: none"> • Review Ch. 1 • Sign Signature Form
<p>Wed. In Class</p> <ul style="list-style-type: none"> • Recitation 1 • In-Class Activities & Pop Quizzes 1 • Writing Diagnostic • Submit Signature Form 	<p>Homework</p> <ul style="list-style-type: none"> • Read Ch. 3
<p>Thu. In Class</p> <ul style="list-style-type: none"> • Lecture 2 Ch. 3 Research Ethics • In-Class Activities & Pop 	<p>Homework</p> <ul style="list-style-type: none"> • Review Ch. 3 • Unit 1 Exam due by 3:30 p.m. on Thurs. 7/20

Quizzes 2	
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Fri. In Class

Homework

<ul style="list-style-type: none"> • Recitation 2 • In-Class Activities & Pop Quizzes 3	<ul style="list-style-type: none"> • Read Ch. 2
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Week 2 (6/3-6/7):

Mon. In Class

Homework

<ul style="list-style-type: none"> • Lecture 3 Ch. 2 Elements of Research • In-Class Activities & Pop Quizzes 4	<ul style="list-style-type: none"> • Review Ch. 2 • Unit 2 Exam due by 3:30 p.m. on Tues. 7/25
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Tue. In Class

Homework

<ul style="list-style-type: none"> • Recitation 3 • In-Class Activities & Pop Quizzes 5	<ul style="list-style-type: none"> • Read Ch. 4
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Wed. In Class

Homework

<ul style="list-style-type: none"> • Lecture 4 Ch. 4 Sampling • In-Class Activities & Pop Quizzes 6 <ul style="list-style-type: none"> • Unit 1 Exam due by 3:30 pm 	<ul style="list-style-type: none"> • Review Ch. 4
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Thur. In Class

Homework

<ul style="list-style-type: none"> • Recitation 4 • In-Class Activities & Pop Quizzes 7 	<ul style="list-style-type: none"> • Read Ch. 6
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Fri. In Class

Homework

<ul style="list-style-type: none"> • Lecture 5 Ch. 6 Content Analysis • In-Class Activities & Pop Quizzes 8 • Unit 2 Exam due by 3:30 pm 	<ul style="list-style-type: none"> • Review Ch. 6 • Critique Paper 1 due by 3:30 p.m. on Tues. 8/1
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Week 3 (6/10-6/14):

Mon. In Class

Homework

<ul style="list-style-type: none"> • Recitation 5 • In-Class Activities & Pop Quizzes 9 	<ul style="list-style-type: none"> • Read Ch. 7
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Tue. In Class

Homework

<ul style="list-style-type: none"> • Lecture 6 Ch. 7 Survey Research • In-Class Activities & Pop Quizzes 10 	<ul style="list-style-type: none"> • Review Ch. 7
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Wed. In Class

Homework

<ul style="list-style-type: none"> • Recitation 6 • In-Class Activities & Pop Quizzes 11 	<ul style="list-style-type: none"> • Read Ch. 9 • Critique Paper 2 due by 3:30 p.m. on Mon. 8/7
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Thu. In Class

Homework

<ul style="list-style-type: none">• Lecture 7 Ch. 9 Experimental Research• In-Class Activities & Pop Quizzes 12• Critique Paper 1 due by 3:30 pm	<ul style="list-style-type: none">• Review Ch. 9
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Fri. In Class

Homework

<ul style="list-style-type: none">• Recitation 7• In-Class Activities & Pop Quizzes 13	<ul style="list-style-type: none">• Read Ch. 5
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Week 4 (6/17-6/21):

Mon. In Class

Homework

<ul style="list-style-type: none">• Lecture 8 Ch. 5 Qualitative Research Methods• In-Class Activities & Pop Quizzes 14	<ul style="list-style-type: none">• Review Ch. 5• Unit 3 Exam due by 3:30 p.m. on Thurs. 8/10
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Tue. In Class

Homework

<ul style="list-style-type: none">• Recitation 8• In-Class Activities & Pop Quizzes 15• Critique Paper 2 due by 3:30 pm	<ul style="list-style-type: none">• Read Ch. 10 & 11
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Wed. In Class	Homework
<ul style="list-style-type: none"> • Lecture 9 Ch. 10 & 11 Data Analysis • In-Class Activities & Pop Quizzes 16 	<ul style="list-style-type: none"> • Review Ch. 10 & 11 • Unit 4 Exam due by 3:30 p.m. on Thurs. 8/10

Thu. In Class	Homework
<ul style="list-style-type: none"> • Recitation 9 • In-Class Activities & Pop Quizzes 17 	<ul style="list-style-type: none"> • Review for Final Exam

Fri. Online	
<ul style="list-style-type: none"> • Final Exam on Blackboard • Unit 3 Exam due by 3:30 pm • Unit 4 Exam due by 3:30 pm 	

FINAL EXAM – on Blackboard between 3:30 PM and 5:20 PM on 6/21

Grading and Assessments

Grades Letter grades are assigned. A+ = 970-1000, A = 930-970, A- = 900-930, B+ = 870-900, B = 830-870, B- = 800-830, C+ = 770-800, C = 730-770, C- = 700-730, D+ = 670-700, D = 630-670, D- = 600-630, F= 0-600

Grade Structure

ITEMS	POINTS OF COURSE GRADE
Writing Diagnostic	25
Recitations	$25 \times 9 = 225$
In-Class Activities & Pop Quizzes	$10 \times 17 = 170$
Unit Exams	$80 \times 4 = 320$
Critique Papers	$80 \times 2 = 160$
Final Exam	100
TOTAL	1000

WRITING DIAGNOSTIC

A writing diagnostic will be administered on the third day of class. It is done to help the instructor understand where your writing skills are. It is worth 25 points. As it is diagnostic, students will not be assessed on how well they perform. In other words, students get full points for completing it.

RECITATIONS

Recitation sections in this course are conducted by the instructor to provide an opportunity to practice content from lecture sections. A recitation will be conducted after each lecture and based on the chapter covered. There are 9 lecture sections, therefore, 9 recitations. In the recitations, students will be provided with news/journal articles to read and questions to answer. Each recitation is worth up to 25 points.

In the recitations, students are initially expected to read articles provided and write down their answers to questions. Students are also then expected to share their answers orally with the class and respond to others' initial answers. All answers and responses must be substantive, demonstrate understanding and comprehension of course topics, and add to the learning that takes place in this course.

IN-CLASS ACTIVITIES & POP QUIZZES

There will be activities and pop quizzes. Activities are designed to engage students in class discussion to apply course concepts to communication research scenarios. Pop quizzes are to make sure that students are keeping up with their readings and are understanding content covered in a previous week.

We have 17 sessions starting from the third day, the day after the last day of add/drop period. Each session has at least one activity and/or pop quiz. Each activity or pop quiz is worth 10 points. The total points for in-class activities and pop quizzes are 170.

There will be no makeup activities or quizzes except for documented serious medical conditions, personal tragedy, or school-related activities.

UNIT EXAMS

There will be four take-home unit exams, one for each unit. At the end of each unit, an exam will present students with a few questions based on a journal or newspaper article. Then, students will answer the questions to measure their integrative understanding of the course material as communication researchers. Each exam is worth 80 points. Students will normally have one week to complete an exam.

CRITIQUE PAPERS

Students will complete two critique papers to demonstrate their understanding of course material as consumers of communication research reported in academic journal articles and popular press. Details for each paper will be announced. Each paper is worth 80 points. Students will normally have one week to complete each paper.

FINAL EXAM

The final exam will consist of short-answer, true/false, multiple-choice, fill in the blank, matching, and essay questions. It will be administered via Blackboard on June 21. The exam is worth 100 points.

How to Study and Earn An “A” in This Course

- Come to class, listen actively, and participate. This means participating in the in-class activities, taking pop quizzes, and also taking good notes.
- Read the assigned readings twice. Don't wait for the last minute to read! Develop your own set of reading notes.
- Plan your time to complete each unit exam and critique paper. This means you can break questions in the exams and papers into several manageable tasks within a one-week frame.
- Communicate with your instructor about possible absences, late assignments, or anything else that will affect your performance in this course.

- Ask questions if you don't understand something. Just because others aren't asking questions doesn't mean they understand everything being said. If something isn't clear to you it may not be clear to your classmates. Do them a favor and raise your hand, or ask it in an e-mail.
- DON'T PROCRASTINATE!

Course Policies

Attendance:

Since this is an intense one-month course, Mondays to Thursdays from 3:30 – 5:20 p.m. in summer time, consistent attendance requires persistence and discipline.

Students earn attendance points by participating in Recitations, Activities and/or taking Pop Quizzes in in-class sessions. Students cannot participate if they are not present.

Missing sessions will also adversely affect your grade. Specifically, each absence after four sessions of absence will lower the student's course grade by one grade increment (e.g., A to A-). A very high absentee rate (6 sessions or more) will result in a failing grade for the course as a whole, regardless of the student's performance on written assignments. I will not distinguish between excused absences from unexcused absences except for documented serious medical conditions, personal tragedy, or school-related activities.

Please arrive on time and do not leave early unless you speak to me about a legitimate reason.

This syllabus clearly delineates the material covered in class and homework students will be expected to complete after class.

E-mail: BSU recognizes only bridge.edu e-mail addresses as official modes of communication to conduct University business. All course-related communications will be conducted exclusively via official bridge.edu addresses.

Blackboard: You should use Blackboard to submit all your graded assignments. You should use Blackboard to check the most accurate and up-to-date deadlines, as deadlines and due dates in this syllabus may subject to change. When in doubt check the course site on Blackboard. You should also use Blackboard to check your grades regularly. If you are unfamiliar with Blackboard, please review Blackboard: What Students Need to Know posted on the course site on Blackboard.

Grading Disagreement: If you disagree with grading of an assignment or exam, you must let me know WITHIN THREE DAYS of the release of the grade. For your assignment or exam be to reassessed, you

should present a reasoned argument. When you present your argument, I will reconsider and reassess your assignment or exam, which, as a result, may raise, lower, or not change the grade.

Other Rules:

- 1) Cell phones must be silenced or shut off while class is in session. Texting is not allowed unless absolutely necessary. If so, please respond swiftly and silently. Abuse of this policy will negatively affect your participation grade.
- 2) It is okay to agree to disagree, but please be respectful of others' opinions.
- 3) Please be supportive of your fellow classmates and keep all comments constructive.

College Policies

ACADEMIC INTEGRITY

Cheating and plagiarism, or other forms of dishonesty will not be tolerated. Copying someone else's work is considered academic dishonesty. Having someone else do your work for you is also considered academic dishonesty. Any case of academic dishonesty will result in an automatic failing grade in the course.

University policies will be followed. For more information on the University's policies on Academic Integrity, Classroom Conduct, Grading System, Registration and Enrollment (including course withdrawals) please go to

http://catalog.bridgew.edu/content.php?catoid=4&navoid=156#Grading_System.

DISABILITY

BSU offers reasonable accommodations to qualified students with disabilities. It is your responsibility to notify the instructor and the Disability Resources office of your need and request for classroom accommodations. Accommodations are arranged through the Disability Resources office, Clement C. Maxwell Library, Room 001, 508.531.2194 (www.bridgew.edu/aac/disability_resources.cfm). Disability Resources hours are Mondays-Thursdays 8 a.m. to 4 p.m., and Fridays 8 a.m. to 4 p.m. or by appointment.

I am available to discuss appropriate accommodations that you may require as a student with a disability. All discussions will remain confidential. Requests for academic accommodations ideally should be made during the first two weeks of class.

NONDISCRIMINATION

BSU does not discriminate on basis of race, color, creed, religion, national origin, gender, age, disability, sexual orientation, gender identity, genetic information, marital status, political belief or affiliation, or veteran status. We should endeavor to conduct our classes in an environment where people of all backgrounds feel safe and are embraced.

Signature Page

COMM 224-FRB

Communication Research and Writing

Summer 2019

Students should be aware that this syllabus is a contract between student and instructor. Continued enrollment in this course is contingent on the student understanding and abiding by its policies. Students are required to sign this page of this syllabus to indicate their agreement. No final grade for the semester will be awarded if this signed agreement has not been received.

The attached syllabus describes the terms and conditions under which the instruction of the abovementioned course will be delivered; the assessment of student work will be conducted and final grades assigned; and the policies to which students will be held as a condition of their enrollment in the course in good standing.

Students are reminded that they are expected to attend every scheduled course meeting, and will be held accountable to all the announcements and course material of each class meeting, regardless of whether they were in attendance. This includes changes to the policies on this syllabus as well as changes to the course schedule.

In addition, BSU recognizes only bridgew.edu e-mail addresses or e-mail address connected to your BSU Blackboard account as official modes of communication to conduct University business. All communications regarding class content and conduct will be sent exclusively to the recognized students' official address.

Consent to Syllabus Terms

By signing below, I acknowledge that I have received and read a copy of the attached syllabus and agree to abide by its terms.

I further agree that I will return this signed signature page to the instructor by the end of the drop/add period listed in the Course Schedule, or my continued enrollment in the course may be jeopardized.

Print Name: _____

Signature: _____

Date: _____