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Submission Date:  
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# Syllabus of Record

## I. Catalog Description

**CM 302 - Research in Communications Media**

3 credits

3 lecture hours

0 lab hours

(3c-0l-3sh)

**Prerequisites:** CM 150, EN 101 and EN 202 (C or Better)

The course is designed to provide knowledge of the resource materials and research techniques used in the communications media field. Students will design basic data

gathering instruments, collect data and assimilate information from various sources and

Week #4 Discovering the Library (Overview)

~~Writing in the library~~

Week #5 How to find books and articles  
The search  
General Sources-  
Handbooks, textbooks, encyclopedias, dictionaries, annual  
reviews, series, information compilations

Week #6 Finding Tools (2 lecture hours)  
Guides to literature, indexes, abstracts, selected sources

Week #6 Test #1

Week #7 Specialty Libraries  
Electronic Libraries  
Government Resources  
Business and Commerce Resources  
Communication Periodicals

~~Week #8 Nonprint Resources~~

Week #9 Finding Experts  
Using Experts  
Interviewing (types, preparation, special problems)  
Writing: Visions and Revisions  
The search for a focus  
Thesis  
Outline  
Detail and context  
Filling in the holes  
Improving clarity and style

Week #10 Designing the Communication Research Project

#### IV. Evaluation Methods

At the start of the semester students will select a research topic, specific to the field of communications media, and complete the following research and writing assignments:

1) ~~Data Gathering Instruments: Each student will be required to design a survey~~

instrument to be used in gathering data for a statistical sample. Each student will be  
~~required to design a set of interview questions to be used for a case study or focus~~

## VII. Bibliography

Anderson, James (1992). Communication Research. McGraw-Hill.

Babbie, Earl (1992). The principles of social research. Wadsworth.

Berger, Arthur (1991) Media research techniques. San Francisco State University.

Dominick, Joseph, R., & Wimmer, R. (1994). Mass media research: An introduction.

Fowler, Floyd. (1992). Survey research methods. Sage Publication.

## Course Analysis Questionnaire

### Section A: Details of the Course

A1 This course will be one of four writing intensive options for students majoring in Communications Media. The course will be open to non-majors and minors who have completed the necessary prerequisites. Additionally, students

Communications Media may enroll in this course as an advanced elective.

A2 This course does not require changes in the content of existing courses or requirements in other programs.

outcomes will focus on the use of research in the communications profession, its products and processes.

B3 Seats for continuing Education students will be available as needed, provided those students have completed the necessary pre-requisites for the course.

### **Section C: Implementation**

C1, Faculty resources are adequate. This course will be offered once a year to replace