

Syllabus of Record

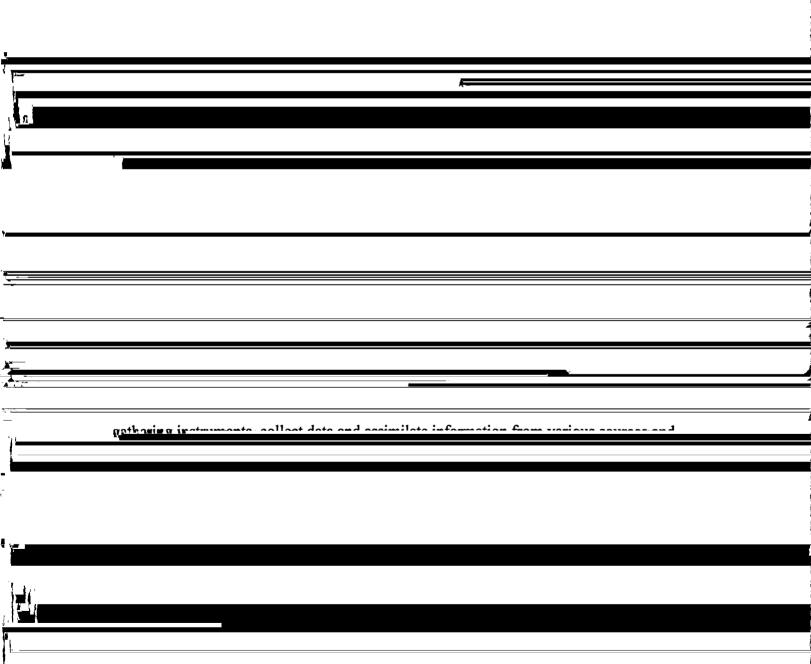
I. Catalog Description

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

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Milestin in the library

How to find books and articles

The search

Week #5 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

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Finding Experts

Using Experts

Interviewing (types, preparation, special problems)

Week #9 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 fie	eld of
communications media, and complete the following research and writing assignment	nents:

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VII.	Bibliograph	v

	Anderson, James (1992). Communication Research. McGraw-Hill.	
	Babbie, Earl (1992). The principles of social research. Wadsworth.	
	Berner Arthur (1991) Media-research techniques San Francisco State I minemitu	
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·	Dominick, Joseph, R., & Wimmer, R. (1994). Mass media research: An introduction.	
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	Fowler, Floyd. (1992). Survey research methods. Sage Publication.	
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Course Analysis Questionnaire

Section A: Details of the Course

, <u>,</u>	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
		Communications Media may enroll in this course as an advanced elective.
	A2	Communications Media may enroll in this course as an advanced elective. This course does not require changes in the content of existing courses or

outcomes will focus on the use of research in the communications profession, its products and processes. Seats for continuing Education students will be available as needed, provided those **B3** Section C: Implementation C1, Familty recourses are adequate. This course will be offered anea a year to realise