

TENTATIVE COURSE SYLLABUS**COMM 300 – Introduction to Communication Research**

Mon, Wed, Fri

1:50 ~ 2:45pm

FAC 229

Instructor:	Dr. Jieyoung Kong	Office:	FAC 141
Email:	Jieyoung.Kong@wku.edu	Office Hours:	Mon/Wed 8 ~ 9am, 3 ~ 4 pm
Phone:	(270) 745-6578		& by appointment

Required Materials:

1. Treadwell, D. (2016). *Introducing communication research: Paths of inquiry (3rd edition)*. Thousand Oaks, CA: Sage.
2. Regular and frequent access to Blackboard.
 - ✓ Assignment instructions, posting discussion, online exams, submitting assignments and receiving feedback will occur via BB.

Recommended Text:

Publication Manual of the American Psychological Association (6th ed.)

Course Description:

This course introduces the basics of contemporary communication research methods. It covers basic quantitative and qualitative methodologies, humanistic and social scientific perspectives, and their underlying assumptions used in the communication field. Assignments provide opportunities for students to design and conduct research, as well as to evaluate existing research to develop an eye and skills for research. The aim of the course is to develop application skills so that students can conduct research and report their findings to relevant audience and stakeholders.

Course Objectives:

Upon successfully completing this course you should be able to:

- Engage in communication scholarship using the research traditions of the discipline
- Analyze the strengths and weaknesses of major research traditions
- Evaluate communication research
- Design a research study appropriate for communication scholarship
- Understand research ethics
- Write professionally formatted and cited research papers.

Course Communication

Most information you will need for the course will be announced in class and via the course Blackboard. Check Blackboard daily for latest announcements and information. I will be available during office hours. If you need to contact me at other times, email me. Be sure to include COMM300 in the subject line and allow 48 hours for me to respond. If you have not heard from me after 2 business days, please resend your email. This is YOUR responsibility.

Classroom Climate:

Throughout the semester, all of us will be working together to create a classroom climate conducive for open discussion, lively participation, and group learning. This includes attending class, being prompt, showing courtesy and respect, paying attention, and being tactful in expressing opinions and thoughts so as not to polarize (including refraining from using denigrating or potentially offensive language).

Attendance:

Attendance is required for you to succeed in this course. The only “excused” absences are,

- a) religious holidays,
- b) university-sponsored events (athletic teams, debate and forensics, etc.), and
- c) a documented illness or emergency.

In all three cases, for an absence to be excused, you will need to provide me with a written documentation. If you are going to miss class for religious holidays or university-sponsored events, please notify me at least one week in advance so that appropriate accommodations can be made. I will NOT accept late work or offer make-up exams unless the absence is excused.

I understand that things do come up and there may be a time you cannot attend. Thus, you have a total of THREE unexcused absences. *Three late arrivals, three early departures, or any three combination of late arrivals and early departures will be counted as an absence.* Any absence thereafter will result in a loss of your entire participation points.

If you have missed class, it is YOUR responsibility to contact classmates for lecture notes and visit the course BB to obtain missing content. Do not rely on the instructor to provide you with the missing material or content if you are unable to attend class. I, therefore, strongly encourage you to get phone numbers or email addresses from one or more of your classmates

Classmate's Name	Email	Phone number

Cell Phones, Laptops, iPods, and Other Technology:

This is a side note to disruptive behavior that warrants its own category. Your cell phone, iPods, and laptops should be for your convenience, not my or your fellow classmates' inconvenience. If you want to use your laptop you must sit in the first row of the classroom. If I catch you using your laptop for something other than related to this class, I will ask you not to bring your laptop to class anymore.

When you are in class, it is not convenient for you to be using cell phones or iPods. It is extremely disruptive and shows a complete lack of common courtesy. If I find you texting during class or your phone goes off in the middle of the class, I will keep your phone until the class is over. Exception is, you have an emergency situation requiring you to check your phone, let me know before class starts.

Academic Integrity:

Academic misconduct will not be tolerated: please read the WKU Student Handbook, (<http://www.wku.edu/handbook/>). It includes, but is not limited to, cheating on an exam, presenting someone else's ideas as your own, using the same paper for more than one class, and fabricating or inventing data. A student who engages in unethical behavior will receive ZERO for that assignment and/or failing grade for the entire course. Please be advised, a plagiarism-detecting tool, SafeAssignment, will be used for this class.

Avoiding plagiarism is EASY: (1) provide the names of the authors of all ideas that are not your own, and (2) paraphrase another's work and idea in your own words with proper citation (refer to APA style). For an online tutorial on plagiarism, visit <http://isites.harvard.edu/icb/icb.do?keyword=paraphrasing>

Disability Resource Center:

If you are registered with the Office for Student Disability Services in Downing University Center (Tel: (270) 745- 5004), please notify me so that I can accommodate your needs.

Academic Assistance on Campus

The Department of Communication’s Success Center (located in FAC 138) provides free tutoring service for all currently enrolled WKU students taking communication courses. The Learning Center (located in the Downing University Center, A330), a.k.a. TLC@DUC, provides free supplemental education programs as well. TLC@DUC offers certified, one-on-one tutoring in over 200 subjects by appointment, walk in, or online. For detailed information call (270) 745-6254 or visit the webpage at www.wku.edu/tlc

Safe Campus

Western Kentucky University is committed to fostering a safe, productive learning environment. WKU is committed to supporting faculty, staff and students by upholding WKU’s Title IX Sexual Misconduct/Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf>

and Discrimination and Harassment Policy (#0.2040) at

https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and MUST report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at 270-745-3159.

Grading

To achieve a “C” or better on your coursework, you must write at a level appropriate for a university student (for example, good grammar, punctuation, and spelling). A “B” represents really good work. An “A” represents excellent work. If you have specific difficulties with either written or oral communication, let me know before you turn in your first assignment.

Grading Scale

A	= 90% and up	= 450 – 500 points
B	= 80-89.9%	= 400 – 449.5 points
C	= 70-79.9%	= 350 – 399.5 points
D	= 60-69.9%	= 300 – 349.5 points
E	= 0-59.9%	= 299.5 points and below

If you are disappointed by a grade, I have a “24/7” grade review policy. I would be happy to discuss the grade and your work, if you:

- Wait at least 24 hours after receiving your assignment back before approaching me.
- Make sure to contact me WITHIN 7 days of receiving your assignment.
- If you feel the grade was unfair and would like me to review your grade or assignment again, you need to write out the reasons why you feel I have graded unfairly.
- I am not permitted to talk about grades over the phone or to give out grades through e-mail.

Course Assignments:

The following is a general list of the course assignments. Specific instructions will be announced in class and posted on Blackboard. As a general rule, the assignments you undertake for this course should be about cultures other than your own.

All written assignments must conform to the APA style. If you are not familiar with the style, goto the Purdue Online Writing Lab (OWL), <http://owl.english.purdue.edu/owl/resource/560/01/>

All assignments are due by MIDNIGHT (the night) of the due date unless announced otherwise. All assignments must be submitted electronically via SafeAssignment on Blackboard unless explained otherwise. Due to issues of compatibility with Blackboard and certain hardware and software, your assignment file must be saved in “.doc” or “.docx” suffix. *If I cannot open your file or it cannot be read by SafeAssignment, you will receive a ZERO on that work.*

CITI Training Course 30 points

Research Proposal

Research topic & bibliography 10 points
 Annotated bibliography 20 points
 Literature review & RQ/H 30 points
 Methodology 10 points
 Full research proposal 60 points

Hands-on Exercises

Interview Guide/Schedule 10 points
 Interview Transcription 30 points
 Codebook 20 points
 Qualtrics Survey Questionnaire 30 points
 Survey Evaluation 10 points

Exams

Online exam #1 40 points
 Online exam #2 40 points
 Online exam #3 40 points

Evaluating Published Research

Quantitative Study 40 points
 Qualitative Study 40 points

Participation 40 points

TOTAL 500 points