



**FLORIDA
ATLANTIC
UNIVERSITY**

NEW COURSE PROPOSAL Graduate Programs

Department School of Communication and Multimedia Studies
College Arts and Letters
(To obtain a course number, contact erudolph@fau.edu)

UGPC Approval _____
UFS Approval _____
SCNS Submittal _____
Confirmed _____
Banner Posted _____
Catalog _____

Prefix	COM	<small>(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)</small>	Type of Course	Course Title
Number	6318	Lab Code	Lecture	Communication Research and Design
Credits <small>(Review Provost Memorandum)</small>	3	Grading <small>(Select One Option)</small>	Course Description <small>(Syllabus must be attached; see Guidelines)</small> COM 6318 presents foundational concepts and research strategies in Communication Studies, those which transcend the boundaries of communication, rhetoric, and media studies. These basic concepts include crafting and narrowing one's research questions, the collection of data and objects of analysis, their interpretation, and statement of conclusions. The course engages current theoretical perspectives as applied to communication research practices.	
Effective Date <small>(TERM & YEAR)</small>	Spring 2021	Regular <input checked="" type="radio"/> Sat/UnSat <input type="radio"/>		
Prerequisites		Corequisites		Registration Controls <small>(Major, College, Level)</small>
None				
Prerequisites, Corequisites and Registration Controls are enforced for all sections of course				
Minimum qualifications needed to teach course: Member of the FAU graduate faculty and has a terminal degree in the subject area (or a closely related field.)		List textbook information in syllabus or here		
Faculty Contact/Email/Phone Dr. Bill Trapani / wtrapan1@fau.edu/ 561-297-3850		List/Attach comments from departments affected by new course		

Approved by	Date
Department Chair _____ <i>CB Mills</i>	2/27/2020
College Curriculum Chair _____ <i>[Signature]</i>	3/2/20
College Dean _____ <i>[Signature]</i>	3/6/20
UGPC Chair _____	
UGC Chair _____	
Graduate College Dean _____	
UFS President _____	
Provost _____	

Email this form and syllabus to UGPC@fau.edu one week before the UGPC meeting.

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MAR 09 2020



School of Communication & Multimedia Studies
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Boca Raton, FL 33431
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www.fau.edu/scms

December 16, 2019

Significance of New Course, COM 6318, "Communication Research and Design"

This course will round out a sequence of three required core courses for our first-year master's students in Communication Studies. The first two courses, "Introduction to Graduate Study in Communication" (COM 6400) and "Communication Theories" (COM 6424), respectively cover the basics of the field and the role of theory in guiding and clarifying a research agenda. This course will build on those previous courses by focusing on methodological issues such as the collection of communicative data and objects to be analyzed. For most first year students, this class would conclude their first year and would end with student presentations on the culmination of their work over the previous two semesters.

The catalog change would specifically entail the following:

- For both the thesis and the non-thesis options, Item "1c" will have a course requirement – COM 6318, Communication Research and Design – added to the list of course options.

This proposal is also part of a series of program changes, reviewed in the attached redline changes.

A sample syllabus is also attached.

Sincerely,

Stephen Charbonneau, PhD
Graduate Director
Associate Professor of Film Studies
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Master of Arts with Major in Communication/[Link to M.F.A. in Media, Technology and Entertainment](#)

The central objective of the Master of Arts program in the School of Communication and Multimedia Studies is to equip students with historical, theoretical and critical knowledge of oral, written, visual and aural symbol systems, the institutions and processes that produce them and the audiences/readers who engage them. Emphasis is placed on research skills, the cultivation of original scholarship in communication and cognate fields and the critical examination of primary and secondary source materials. The goal is to enhance and focus students' ongoing or future efforts in communication-related professions or activities or to prepare them for doctoral studies and/or academic careers. For information, refer to www.fau.edu/scms.

Admission Requirements

1. Applicants should have:
 - a. A baccalaureate degree from an accredited institution;
 - b. A minimum 3.0 grade point average in the last 60 undergraduate credits attempted;
 - c. Competitive Graduate Record Exam (GRE) demonstrating strength in verbal, analytic and writing scores.
2. Applicants must submit a 500-word typewritten statement of their goals, aspirations and reasons for seeking the M.A. in Communication. Care should be taken to align educational and career goals with the program and faculty specialization offered by the School of Communication and Multimedia Studies.
3. Applicants must submit two letters of recommendation detailing academic abilities and performance.
4. Applicants should submit a sample of their academic writing (no fewer than 3,000 words). The writing sample should exhibit sufficient depth and sophistication of thought as well as quality and clarity of writing so as to justify admission into the master's program.
5. International applicants must also meet the additional requirements listed elsewhere in this catalog.
6. Students need not have an undergraduate specialization in communication to apply for the M.A. program.

Admission Requirements for Degree Candidacy

A student may be admitted to candidacy for the degree of Master of Arts with Major in Communication after having satisfied the following requirements.

1. The student must complete 9 or more credits of graduate coursework in Communication with a GPA of 3.0 or better.
2. The student must complete all other College and University requirements.
3. The student must be recommended by the department and thesis supervisory committee.
4. The student must be formally accepted into the Master of Arts program by the SCMS. Non-degree-seeking, master's-level students are not permitted to enroll for more than 6 credits in SCMS courses without being formally accepted into the program.

5. If a student is awarded a graduate teaching assistantship, that student is required to enroll in COM 6944, Communication Pedagogy, in their first year of study

Requirements for Degree—Thesis Option
(Minimum of 30 credits)

1. ~~Fifteen~~ **Nine** credits of required courses:

- a. COM 6400 (3 credits), Introduction to Graduate Studies in Communication;
 - b. ~~COM 6424 (3 credits), Communication Theories and Theory~~ (3 credits from the following, ~~appropriate to the generalist program or specialization~~: (No course may be used to fulfill both the theory and method requirements): COM 6415, COM 6424, FIL 6807, MMC 6408, SPC 6234, SPC 6236.
 - c. ~~COM 6318 (3 credits), Communication Research and Design and Methodology~~ (3 credits from the following, ~~as appropriate to generalist program or concentration~~): COM 6316, COM 6340, COM 6341, FIL 6807, SPC 6682.
2. ~~NineFifteen~~ credits of approved electives, of which a minimum of 9 must be in Communication. Any coursework in a department other than Communication must be approved in writing by a Communication faculty advisor prior to enrollment.
 3. Six credits of thesis research.
 4. Courses taken to satisfy the foreign language requirement cannot be applied to the degree.
 5. Submission of an approved thesis.
 6. A minimum 3.0 GPA on all work completed.
 7. A grade of "B" or higher on all credit applied to the degree.

[Top](#)

Requirements for Degree—Non-Thesis Option

Minimum of 36 credits

1. ~~Fifteen~~ ~~Nine~~ credits of required courses:
 - a. COM 6400 (3 credits), Introduction to Graduate Studies in Communication;
 - b. ~~COM 6424 (3 credits), Communication Theories and Theory~~ (3 credits from the following, ~~appropriate to the generalist program or specialization~~: (No course can be used to fulfill both the theory and method requirements): COM 6415, COM 6424, FIL 6807, MMC 6408, SPC 6234, SPC 6236.
 - c. ~~COM 6318 (3 credits), Communication Research and Design and Methodology~~ (3 credits from the following, ~~as appropriate to generalist program or concentration~~): COM 6316, COM 6340, COM 6341, FIL 6807, SPC 6682.
2. Twenty ~~oneseven~~ credits of elective courses, of which 21 must be in Communication. Any coursework in a department other than Communication must be approved in writing by a Communication faculty advisor prior to enrollment.
3. Satisfactory completion of a written comprehensive examination or professional project.
4. Courses taken to satisfy the foreign language requirement do not count toward the 36-credit degree requirement.
5. A minimum of 3.0 GPA on all work completed.
6. A grade of "B" or higher on all credit applied to the degree.
7. Additional requirements that the student's advisory committee may prescribe.



Communication Research and Design | COM 6318
| SYLLABUS

Number Credit Hours: 3

Instructor: Charbonneau
Office: CU 215
Phone: 561-297-3856
Email: scharbo1@fau.edu

Term: Spring 2021
Class Meeting Days: Tues
Class Meeting Hours: 4-6:50
pm Class Location: CU 222

I. **Course Description**

COM 6318 presents foundational concepts and research strategies in Communication Studies, those which transcend the boundaries of communication, rhetoric, and media studies. These basic concepts include crafting and narrowing one's research questions, the collection of data and objects of analysis, their interpretation, and statement of conclusions. The course engages current theoretical perspectives as applied to communication research practices.

II. **Required Texts and Materials**

Jane Stokes, *How to Do Media and Cultural Studies Research* (Sage, 2003)
John W. Creswell, *Research Design: Qualitative, Quantitative, and Mixed Methods* (Sage 2014)
Wendy Belcher, *Writing Your Journal Article in 12 Weeks: A Guide to Academic Publishing Success* (Sage, 2009)

III. **Course Objectives**

Students will come to understand that research needs planning and design, and they will discover how their own research projects can be executed effectively and professionally. The course juxtaposes an overview of the communication research process with a series of case studies reflecting student interests as well as main lines of inquiry pursued by media and communication scholars. The former line of inquiry is organized around three parts: 1) Conceptualizing Communication Research; 2) Planning and Designing Communication Research; and 3) Methodologies for Conducting Communication Research. It is also reflected in a series of "prompts" identified for each week in which I will highlight a particular research skill set.

IV. **Course Evaluation**

- Statement of Research Questions / Methods (15%)
- Annotated Bibliography (15%)

GRADUATE COLLEGE

MAR 09 2020

- Final Essay – First Draft (20%)
- Final Essay – Revision (30%)
- Research Presentation – 20%

Course Grading Scale

A	100-93
A-	92 - 90
B+	89 - 87
B	86 - 83
B-	82 - 80
C+	79 - 77
C	76 - 73
C-	72 - 70
D+	69 - 67
D	66 - 63
D-	62 - 60
F	59 - 0

VI. Policy on make-up exams, late work, and incompletes (if applicable)

*All submissions to Canvas.

*In case of any emergency that may lead to delay for failure in online submission, submit to Dr. Charbonneau's email address: scharbo1@fau.edu.

*Late work is not acceptable, but if there is evidence of a medical or otherwise serious emergency accommodations can be made.

VII.

Classroom etiquette policy (if applicable)

Classroom etiquette is obvious to most people, but once in a while there are some students who may need a little refresher. Here it is!

- Timeliness – Please be on time for classes. Late arrivals are distracting for both the instructor and other students.

- Be courteous to your classmates

- Be patient when someone asks a question or makes a statement on a topic you are familiar with.
- Profanities are extremely inappropriate in a classroom
- Do not interrupt others.

- Cellular phones, pagers, electronic devices

- Turn cell phones off or switch to vibrate mode during class.
- Do not answer the phone during class.
- Do not play games on handheld electronic devices during class.

VIII. **Attendance Policy**

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed 3 without any reduction in the student's final course grade as a direct result of such absence

IX. **Disability Policy Statement**

In compliance with the Americans with Disabilities Act (ADA), students who require special accommodation due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses

X. **Code of Academic Integrity Policy Statement**

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001. If your college has particular policies relating to cheating and plagiarism, state so here or provide a link to the full policy—but be sure the college policy does not conflict with the University Regulation.

XI. **Counseling and Psychological Services (CAPS) Center**

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-

being. For more information, go to <http://www.fau.edu/counseling/> 16. Code of Academic Integrity policy statement

XII. **Course Outline**

- Week One – Introduction to Communication Research
- Week Two – Developing Research Questions in Communication Studies
- Week Three – Relating Communication Research Questions and Methods
- Week Four – Reviewing the Related Literature
- Week Five – Finding Your Entry Point in Communication
- Week Six - Advancing an Argument
- Week Seven – Student Presentations – What is Your Research Question and Method(s)?
- Week Eight – Student Presentations – Identifying Data Sets and Objects of Analysis
- Week Nine – Research Ethics and Politics I
- Week Ten – Research Ethics and Politics II
- Week Eleven – Crafting the Right Introduction
- Week Twelve – Findings and their Modes of Presentation in Rhetoric and Communication
- Week Thirteen – Peer Review of Essay (First Draft)
- Week Fourteen – Processing Peer Review and Making Revisions
- Week Fifteen – Peer Discussion/Workshop of Projects
- Finals Week - Final Research Presentations