



**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](mailto:erudolph@fau.edu))*

UGPC Approval \_\_\_\_\_  
UFS Approval \_\_\_\_\_  
SCNS Submittal \_\_\_\_\_  
Confirmed \_\_\_\_\_  
Banner Posted \_\_\_\_\_  
Catalog \_\_\_\_\_

<b>Prefix</b>	COM	<small>(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)</small>	<b>Type of Course</b>	<b>Course Title</b>
<b>Number</b>	6318	<b>Lab Code</b>	Lecture	Communication Research and Design
<b>Credits</b> <small>(Review Provost Memorandum)</small>	3	<b>Grading</b> <small>(Select One Option)</small>	<b>Course Description</b> <small>(Syllabus must be attached; see <a href="#">Guidelines</a>)</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.	
<b>Effective Date</b> <small>(TERM &amp; YEAR)</small>	Spring 2021	Regular <input checked="" type="radio"/> Sat/UnSat <input type="radio"/>		
<b>Prerequisites</b>		<b>Corequisites</b>		<b>Registration Controls</b> <small>(Major, College, Level)</small>
None				
<b>Prerequisites, Corequisites and Registration Controls are enforced for all sections of course</b>				
<b>Minimum qualifications needed to teach course:</b> Member of the FAU graduate faculty and has a terminal degree in the subject area (or a closely related field.)		<b>List textbook information in syllabus or here</b>		
<b>Faculty Contact/Email/Phone</b> Dr. Bill Trapani / wtrapan1@fau.edu/ 561-297-3850		<b>List/Attach comments from departments affected by new course</b>		

<b>Approved by</b>	<b>Date</b>
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](mailto:UGPC@fau.edu) one week before the UGPC meeting.

GRADUATE COLLEGE

MAR 09 2020



School of Communication  
 & Multimedia Studies  
 Culture & Society, 201  
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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  
 School of Communication & Multimedia Studies  
 Florida Atlantic University  
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 805-794-0811  
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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%)

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

#### V. **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](mailto: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. For more information, please visit the SAS website at [www.fau.edu/sas/](http://www.fau.edu/sas/) or call 561-297-3880 (Boca), 954-236-1222 (Davie) or Jupiter (561-799-8585),

**X. 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 info go to [www.fau.edu/counseling/](http://www.fau.edu/counseling/) or call 561-297-3540 (Boca), 954-236-1210 (Davie), or Jupiter (561-799-8635).

**XI. Religious Accommodation Policy Statement**

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments. For further information, please see [Academic Policies and Regulations](#).

## XII. **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.

## XIII. **Course Outline**

Week One – Introduction to Communication Research

Discuss Stokes 1-48, Creswell Chapter One

Week Two – Developing Research Questions in Communication Studies

Discuss Stokes 49-73

Week Three – Relating Communication Research Questions and Methods

Discuss Creswell Chapter Two

Week Four – Reviewing the Related Literature

Discuss Creswell Chapter Three, Belcher 139-170

**Statement of Research Questions assignment due**

Week Five – Finding Your Entry Point in Communication

Discuss Stokes 74-117, Creswell Chapter Four

Week Six - Advancing an Argument

Discuss Stokes 118-200, Creswell, Chapter Five

**Annotated Bibliography Due**

Week Seven – Student Presentations – What is Your Research Question and Method(s)?

Discuss Creswell, Chapter Seven

Week Eight – Student Presentations – Identifying Data Sets and Objects of Analysis

Discuss Creswell, Chapter Eight

Week Nine – Research Ethics and Politics I  
Discuss Creswell, Chapter Nine

Week Ten – Research Ethics and Politics II  
Discuss Creswell, Chapter Ten  
**First Draft of Essay Due**

Week Eleven – Crafting the Right Introduction  
Discuss Belcher 201-220

Week Twelve – Findings and their Modes of Presentation in Rhetoric and Communication  
Discuss Belcher 171-199

Week Thirteen – Peer Review of Essay (First Draft)  
Discuss 221-234

Week Fourteen – Processing Peer Review and Making Revisions  
Discuss Belcher 235-266

Week Fifteen - Transforming Research into Audience-centered Presentations  
Discuss Stokes 201-218  
**Final Draft of Essay Due**

Week Fifteen – Final Research Presentations  
**Presentation Due**