

COM5112: COMMUNICATION RESEARCH SEMINAR

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Communication Research Seminar

Subject Code

COM - Media and Communication

Course Number

5112

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course will provide advanced knowledge and skills on conducting communication research, including discussions on various issues in communication research, and offering students practical guide on completing research projects. The course is appropriate for students who want to learn more about communication research, and use applied knowledge and skills to complete a research project. The course will especially suite the needs of those students who has a research related career goal and those who may use knowledge and skills of communication research in their future career. The course will also provide foundation for those who plan to continue with Ph.D. study. A primary outcome of the course will be a completed research paper acceptable for presentation at a conference or publication.

The course will work on the following aspects:

1. To provide additional depth on research methods following the basic research methods course.
2. To provide opportunities for students to apply knowledge and skills in a research project.
3. To combine knowledge of research methods and communications theory into a research project that explores an important issue(s) in media and communication.
4. To guide students in their data analysis for a research project.
5. To reemphasize the research foundation developed in the basis research methods course as a systematic means of conducting media and communication research.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge and skills of conducting research using appropriate research methods	10	x	x	
2	Demonstrate knowledge and skills of managing a research project	10	x	x	
3	Critically analyze the literature and scholarly works in the field of media and communication	10		x	x
4	Apply knowledge and skills of statistical analysis to process data and solve problems of a research project	20		x	x
5	Apply knowledge and skills of communication research to produce papers of scholarly standard	40		x	x
6	Apply creative perspectives to produce papers of high quality for conference presentation and for publication in academic journals	10		x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Class Discussions	Class discussions on knowledge and skills of conducting research using appropriate research methods	1	Throughout the class
2	Class Discussions	Class discussions on knowledge and skills of managing a research project	2	Throughout the class
3	Literature Review	Critiques on literature and scholarly works on various topics using different research methods	3	Throughout the class
4	Data analysis	Exercises on data analysis using different statistical tools	4	Throughout the class
5	Research	Research paper assignment on topics important to the field of media and communication	3, 4, 5	Throughout the class
6	Discussions and presentations	Class discussions and presentations of research ideas and completed research projects	1, 2, 6	Throughout the class

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	Class participation, critiques and leading the class discussions on issues regarding research	1, 2, 3	10	-	Yes
2	Class assignment on statistical analysis of data	1, 2, 4	10	-	No
3	Research proposal in accordance with established deadlines & content quality and proposal presentation	1, 2, 3, 5	20	-	No
4	Complete research paper and class presentation	1, 2, 3, 4, 5, 6	60	-	No

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

Class participation, critiques and class discussions (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Being able to ask critical questions on initiating and implementing a research project. Take a leading role in literature critique and class discussion.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class assignment (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Demonstrate adequate ability to apply the knowledge and skills to analyze data to produce research results

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Research proposal (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Address essential questions in initiating a research project, and provide a sound research design and approach to solve the problems of the research project

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Research paper and class presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Being able to produce a research paper of adequate quality by satisfying the key requirements and present the paper professionally

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class participation, critiques and class discussions (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Being able to ask critical questions on initiating and implementing a research project. Take a leading role in literature critique and class discussion.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Basic

Failure

(F) Not even reaching marginal levels

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Class assignment (for students admitted from Semester A 2022/23 to Summer Term 2024)

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Additional Information for AR

Research Project and Presentation:

- Students will work individually or in pairs on a research project on an approved research topic using an appropriate method(s).
- Each student (group) is expected to present a research proposal and findings to the class.
- Each student (group) is expected to write a data-based research paper, following the appropriate academic style and requirements. Attention will be paid to the quality of writing, including the spelling, syntax, and grammatical structure of the paper.

Specific grading criteria for selected assessment tasks/activities are as follows:

Research proposal:

- Adequate review of literature
- Critical analysis of the literature and strong argument presentation for the study
- Meaningful and innovative hypotheses and research questions
- Proper selection and justification of research method
- Adequate description of research method and procedures of project completion

Research paper and presentation:

- Quality of the ideas – originality, significance, etc.
- Appropriateness, logical coherence and clarity of the arguments and hypotheses
- Appropriateness of research method and clear description
- Appropriateness of the analysis and the presentations of the results
- Thought-provoking discussions of the research findings and the significance of the study
- Format, style, writing and length of paper
- Presentational skills

Weighting of the different criteria and other details will be given to the students during class.

Part III Other Information

Keyword Syllabus

Communication research, applied research, media research, research methods, quantitative research methods, survey, content analysis, experimental study, empirical research, statistical analysis

Reading List

Compulsory Readings

Title	
1	Babbie, Earl (2007). The Practice of Social Research, 11th Edition. Belmont: Wadsworth Publishing Company.
2	Wimmer Roger D., and Joseph R. Dominick (2006). Mass Media Research: An Introduction. CA: Thomson/Wadsworth.
3	Daniel Riffe et al (2005). Analyzing Media Messages, Using Quantitative Content Analysis in Research Lawrence Erlbaum.
4	Bryman, A. (2008). Quantitative Data Analysis with SPSS Release 14, 15 & 16 for Windows: A Guide for Social Scientists New York: Routledge.

Additional Readings

Title	
1	Barrie Gunter (2000). Media Research Methods: Measuring Audiences, Reactions and Impact. London; Thousand Oaks, CA: Sage Publications.
2	Berger, A. A. (2011). Media and communication research methods: An introduction to qualitative and quantitative approaches (2nd ed.). Thousand Oaks: SAGE Publications.
3	Brennen, B. (2012). Qualitative research methods for media studies. New York: Routledge.
4	Earl Babbie (1990). Survey Research Method second edition, Wadsworth
5	Fred Pyrczak (2002) Evaluating Research In Academic Journals. Los Angeles, CA: Pyrczak Publishing
6	Guido H. Stempel David. H. Weaver, & Cleveland G. Wilhoit (2003). Mass Communication Research and Theory. Boston: Allyn and Bacon.
7	Jensen, K. B. (2012). The handbook of media and communication research: Qualitative and quantitative methodologies (2nd ed.). New York: Routledge.
8	Lindlof T. R., & Taylor, B. C. (2011). Qualitative communication research methods (3rd ed.). Thousand Oaks, Calif.: SAGE.
9	Mildred L. Patten (2002). Proposing Empirical Research: A Guide To The Fundamentals. Los Angeles, CA: Pyrczak Publishing
10	Wodak R., & Krzyzanowski M. (2008). Qualitative discourse analysis in the social sciences. Basingstoke [England] ; New York: Palgrave Macmillan.