Wilkes University Curriculum Committee

PROPOSAL SUBMITTAL FORM

Directions:

- Use this set of forms for all proposals sent to the Curriculum Committee.
- Pages 1-3 of this document are required. Any unnecessary forms should be deleted from the packet before submissions. If multiple forms are needed (course addition, course deletion, etc), simply copy and paste additional forms into this packet.
- Note that all new programs (majors and minors), program eliminations, significant program revisions and all general education core revisions must be reviewed and approved by the Provost and Academic Planning Committee (APC) prior to submission to the Curriculum Committee. The Provost will make the decision if a program revision requires APC review.
- Completed and signed forms are due no later than the second Tuesday of every month. Submit one signed original hard copy and a scanned electronic copy with all signatures to the Chair of the Curriculum Committee.

1. Originators: Dr. Evene Estwick
   Communication Studies
   Dr. Mark Stine
   Communication Studies

2. Proposal Title: COM 324: Research Methods I; COM 325: Research Methods II

3. Check only one type of proposal: (double click on the appropriate check box and change default value to “checked”).

☐ New Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.

☐ Elimination of Program. (Major or Minor Degree Programs). This requires prior review and approval by the Provost and APC.

☒ Program Revision. Significant revisions to a program require review and approval by the Provost. The Provost determines if review and approval by APC is necessary.

☐ General Education Revision. Submissions only accepted from the General Education Committee (GEC). Must be reviewed and approved by the Provost.

☐ Creation of new departments, elimination of existing department. This requires prior review and approval by the Provost and APC.

☐ Course additions or deletions not affecting programs (such as elective courses, transition of “topics” courses to permanent courses).

☐ Change in course credit or classroom hours.

☐ Incidental Changes. Includes changes in course/program title, course descriptions, and course prerequisites. (Although these changes do require approval by the Curriculum Committee, they do not go before the full faculty for approval).

☐ Other (Specify)
4. Indicate the number of course modification forms that apply to this proposal:

___1___ Course Addition Form (plus syllabi)
_______ Course Deletion Form
___1___ Course Change Form

5. Executive Summary of Proposal.

This proposal expands the current class, COM 324: Communication Research Methods, into a two-class senior year research experience that will result in a final capstone presentation to the faculty of our Department at the end of the spring semester. We propose that the resulting classes be entitled COM 324: Communication Research Methods I (fall semester) and COM 325: Communication Research Methods II (spring semester). The primary goal of Communication Research Methods I will be to provide students with the basic foundations in the theory and practice of communication research. In addition, the course will review the varied concepts and methods used in designing and conducting research specific to the discipline of Communication Studies, and introduce students to the process of applying to the Institutional Review Board for research permission involving human subjects. Communication Research Methods II will focus on sampling theory, statistics, qualitative and quantitative data analysis, and faculty guided student research.

We propose this course change and course addition for several reasons, and with the full support of all faculty in the Communication Studies Department. First, the yearlong course will ensure that our students have the time to develop and implement projects that have more depth and substance. Second, it will provide faculty members who teach the two courses the capacity to emphasize areas of the research process that students often find challenging. Third, with the creation of more substantial studies, we hope to increase the number of student papers that are accepted at regional, national, and international conferences. Furthermore, the Communication Studies Department is committed to providing our students with the best possible education that prepares them for the workplace and graduate school, and we believe that this change will enhance our mission.

6. Other specific information. (Not applicable for incidental changes.)

What other programs, if any, will be affected by this proposal? Describe what resources are available for this proposal. Are they adequate? What would be the effect on the curriculum of all potentially affected programs if this proposal were adopted? Include any potential effects to the curriculum of current programs, departments and courses.

No other programs will be affected. We currently have adequate faculty resources to deliver COM 324 and COM 325 without issue.

7. Program Outline. (Not applicable for incidental changes). See Attached.
DEPARTMENT OF COMMUNICATION STUDIES

CHAIRPERSON: DR. MARK D. STINE

Faculty:
Professor Emeritus: Kinney
Professor: Elmes-Crahall
Associate Professors: Estwick, Stine
Assistant Professors: Briceño, Churcher
Instructor: Mellon

Director of the Shelburne Television Center: Brigid
Radio Station Manager: Rock

COMMUNICATION STUDIES MAJOR

Total minimum number of credits required for a major in Communication Studies
leading to the B.A. degree - 120
Total minimum number of credits required for a minor - 18

The major in Communication Studies is a student centered program that emphasizes excellence in professional skills, ethical standards, and provides the hands-on experience expected of tomorrow’s communication leaders. Our mission is to develop civically engaged leaders who have the ability to integrate global and technical issues within the context of personal and professional excellence. The integration emerges from a focus on oral, written, and interpersonal skills, ethics, collaborative learning, research, and the value of diversity. The major offers concentrations in Strategic Communication, Rhetorical Studies, Media Production, and Multimedia Journalism.

Departmental Requirements:
All students choosing to major in Communication Studies must fulfill specific department core requirements. These courses contain skills, theory, analysis, performance, writing, and research. They are as follows (32 credits):

- COM 101: Fundamentals of Public Speaking
- COM 102: Principles of Communication
- COM 124: Mass Media Literacy
- COM 144: Practicum (2 Credits minimum with at least one in each concentration taken)
- COM 202: Interpersonal Communication
- COM 260: Basic Newswriting (WI)
- COM 261: Multimedia Communication
- COM 304: Intercultural Communication
- COM 324: Communication Research Methods I
- COM 325: Communication Research Methods II
- COM 397: Senior Seminar

Concentration Requirements:
Each concentration is described and outlined in the following sections.

STRATEGIC COMMUNICATION
The strategic communication concentration, which blends theory with practice, focuses on the ways in which organizations use interpersonal and ever-evolving media channels to establish mutually beneficial relationships and to accomplish specific goals. Students in this concentration will gain real world experience working with businesses and nonprofit organizations. Students will also focus on learning the theories and ethical practices of strategic communication, persuasion and public relations while developing a range of communication skills appropriate for professional settings.

All students pursuing a concentration in Strategic Communication will take the following two courses (6 credits):
- COM 302: Fundamentals of Public Relations
- COM 303: Organizational Communication

In addition, students pursuing a concentration in Strategic Communication will complete 6 credits selected from the following courses:
COM 203: Small Group & Team Communication
COM 206: Business and Professional Communication
COM 300: Communication Criticism
COM 301: Persuasion
COM 352: Advanced Public Relations Campaigns
COM 372: Managing a Public Relations Agency
COM 399/CPE399: Cooperative Education

RHETORICAL STUDIES
The Rhetorical Studies concentration rests on the premise that, in order to be responsible citizens, we must be critical, ethically
minded producers and consumers of a wide variety of publicly communicated messages. Contemporary rhetorical scholars
inquire into the development and consumption of many of these kinds of messages, including presidential addresses, social
movement discourse, radio, films and television shows, and digital communication. Keeping this context in mind, students are
challenged to improve their rhetorical skills by crafting, delivering, and critiquing public presentations, practicing the rhetorical
arts of listening and silence, deliberating across differences, and analyzing public discourse. As they apply these skills, students
engage in critical thinking, gain a deeper understanding of their roles and responsibilities as citizens in a deliberative democracy,
and improve their understanding of the power of rhetoric when adapted and communicated effectively in diverse settings.

All students pursuing a concentration in Rhetorical Studies are required to take the following two courses (6 credits):

COM 300: Communication Criticism
COM 301: Persuasion

In addition, students pursuing a concentration in Rhetorical Studies will take 6 credits selected from the following courses:

COM 201: Advanced Public Speaking
COM 204: Argumentation and Debate
COM 305: Studies in Public Address
COM 399/CPE399: Cooperative Education

MEDIA PRODUCTION
The Media Production concentration prepares students for working in the rapidly changing world of digital media. Students will
learn the foundation skills of audio and video production in both studio and field settings in order to create and adapt information
for a wide variety of purposes. Students learn to prepare content for a host of media production platforms including television,
radio, and the Internet. This concentration also introduces students to the history, economics, regulations, and functions of the
radio, television, cable and web-based media industries. It provides students with a combination of skills, performance, and theory
that will enable graduates to seek employment in those industries.

All students concentrating in Media Production must take the following two courses (6 credits):

COM 220: Introduction to Electronic Media
COM 222: Broadcast Production

In addition, students pursuing a concentration in Broadcast Media will complete 6 credits selected from the following
courses:

COM 223: The Art of Film
COM 320: Media Management
COM 322: Advanced Video Production
COM 323: Advanced Audio Production
COM 362: Mass Communication Law
COM/CPE 399: Internship

MULTIMEDIA JOURNALISM
The multimedia journalism concentration prepares students for this continually evolving field where new trends and technologies
are constantly having an impact on traditional practices. The Communication Studies Department addresses this transformation
by incorporating these changes into its classes or developing new courses that deal with specific needs in the field. However, the
core to any journalism training is the ability to work with words, gather information and synthesize that into meaningful messages
for its intended audience regardless of format - print, broadcast or digital.

All students pursuing a concentration in Multimedia Journalism must take the following two courses (6 credits):

Page 9
COM 321: Advanced Multimedia Reporting  
COM 362: Mass Communication Law  

In addition, students pursuing a concentration in Multimedia Journalism will complete 6 credits selected from the following courses:

- COM 262: Visual Communications  
- COM 300: Communication Criticism  
- COM 302: Fundamentals of Public Relations  
- COM 361: Feature Writing  
- COM/CPE 399: Internship

COMMUNICATION STUDIES MINOR  
Students who wish to minor in Communication Studies must meet the following requirements (18 credits):

- COM 101: Fundamentals of Public Speaking  
- COM 102: Principles of Communication  
- COM 260: Basic Newswriting  
- And any three additional courses with a “COM” prefix.

COMMUNICATION STUDIES MAJOR - REQUIRED COURSES AND RECOMMENDED COURSE SEQUENCE

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COMMUNICATION STUDIES COURSES

**COM 101. FUNDAMENTALS OF PUBLIC SPEAKING**

THREE CREDITS

Principles of study, application, and evaluation of public speaking. Emphasis will be upon meeting the needs of students through individualized instruction in oral communication settings. The course is taught each semester.

**COM 102. PRINCIPLES OF COMMUNICATION**

THREE CREDITS

A study of the theory and process of communication. Required of all department majors. Taught every spring semester.

**COM 124. MASS MEDIA LITERACY**

THREE CREDITS

This is a survey course that takes a literacy approach to the study of mass media and their role in society. Taught every spring semester.

**COM 144. DEPARTMENT PRACTICUM**

ONE TO TWO CREDITS

A - Debate and Forensics; B - P.R. Agency; C - WCUS Radio; D - The Beacon; E - Television; F - Department. The Department Practicum may be taken for one or two credits per semester with the total not to exceed six credits. Students may earn credit for major roles and positions of major responsibility in the above co-curricular activities. Credit for participation in these activities is optional, and voluntary participation (without credit) is also encouraged. The department, through the advisor or instructor of the activity, has the authority to approve or reject any contract for credit under this designation. Credits earned are applicable toward graduation, but do not count toward the degree requirements of any concentration in Communication Studies. Written approval of credit must be by advisor and Department chairperson.

**COM 201. ADVANCED PUBLIC SPEAKING**

THREE CREDITS

Inquiry into the practice and principles of speech composition and presentation. Detailed analysis of the areas of invention, arrangement, style, and delivery, and an introduction to speech criticism. **Prerequisite: COM 101 or consent of the instructor.**

**COM 202. INTERPERSONAL COMMUNICATION**

THREE CREDITS

This course focuses on interpersonal communication theory and its application to improving the student's interpersonal skills in managing conflict, negotiating, interviewing, and in developing relationships. Taught fall semesters. **Prerequisite: COM 101 or consent of the instructor.**

**COM 203. SMALL GROUP & TEAM COMMUNICATION**

THREE CREDITS

This course is designed to enable students to improve their decision-making abilities within group and team settings. Emphasis will be placed on team-building, as well as task, leadership and interpersonal skills needed for effective group communication. **Prerequisite: COM 102.**

**COM 204. ARGUMENTATION AND DEBATE**

THREE CREDITS

Training in the fundamentals of argumentation and debate, with practice in gathering and organizing evidence and support materials. Course taught every other fall semester. **Prerequisite: COM 101 or consent of the instructor.**

**COM 206. BUSINESS AND PROFESSIONAL COMMUNICATION**

THREE CREDITS

Course will concentrate on communication theory as applied to business and professional settings. Students will make several oral presentations and participate in interviewing and conferences. Course taught fall semester in alternate years.

**COM 220. INTRODUCTION TO ELECTRONIC MEDIA**

THREE CREDITS

An overview of the history, institutions, and message systems of the radio, television, cable, satellite, and internet industries.
COM 222. BROADCAST PRODUCTION  
THREE CREDITS  
A study of the principles and techniques of audio and video production. A special emphasis is placed on the utilization of these techniques in broadcast settings. Fee: $50.

COM 223. THE ART OF FILM  
THREE CREDITS  
An introduction to the aesthetics, techniques, and critical analysis of cinematic art through the study of representative films of current and past film directors. Screenings and writing intensified.

COM 252. INTERNSHIP  
THREE TO SIX CREDITS  
A supervised program of work and study in any of the concentrations. Written permission of the department is required. Offered every semester.

COM 260. BASIC NEWSWRITING  
THREE CREDITS  
Fundamentals of newsgathering, newswriting, and news judgment for all media; study of news sources; fieldwork, research, and interview techniques.  
Prerequisite: ENG 101.

COM 261. MULTIMEDIA COMMUNICATION  
THREE CREDITS  
This course offers a skills-focused and theoretical approach to multimedia communication. Through a variety of readings, discussions and practical workshops, students will learn basic skills for navigating through multimedia platforms, including, but not limited to social media, apps, and audio/visual modes of communication. Students will be given the tools and information to adapt their knowledge and expertise as media and software packages change. Students will also critically analyze multimedia platforms to better understand their functions and the repercussions of releasing information on (or through) them.

COM 262. DIGITAL STORYTELLING AND DESIGN  
THREE CREDITS  
This course offers a hands-on approach to exploring the visual aspects of design and storytelling. Students will be introduced to basic principles of design that are applicable to a variety of career fields. Students also will learn about visual storytelling, the power of visual messages, and the interconnectedness between verbal and visual messages. Through readings, class discussions and workshops, students will gain the knowledge to not only produce effective and quality visual messages, but they will also be challenged to critically analyze visual messages and discuss the ethics behind the messages and the message-making process.  
Prerequisite: COM 260.

COM 300. COMMUNICATION CRITICISM  
THREE CREDITS  
Theories from classical to contemporary will be applied to the analysis of written, visual, and electronic messages. Emphasis on speech, writing, and criticism.  
Prerequisite: COM 101.

COM 301. PERSUASION  
THREE CREDITS  
Study and practice of persuasive speaking. General theories of persuasion, the role of persuasion in a democratic society, and an introduction to modern experimental research in the field.  
Prerequisite: COM 101.

COM 302. FUNDAMENTALS OF PUBLIC RELATIONS  
THREE CREDITS  
An introduction to the fundamentals of public relations practice, including program planning and evaluation, working with the media, writing for PR and coordinating special events and functions. Taught every fall semester.  
Prerequisite: COM 260.

COM 303. ORGANIZATIONAL COMMUNICATION  
THREE CREDITS  
Course focuses on traditional and modern concepts of communication channels in simple and complex organizations. Considerable attention is given to interviewing and conducting communication audits.  
Prerequisite: COM 102 or consent of the instructor.

COM 304. INTERCULTURAL COMMUNICATION  
THREE CREDITS  
Intercultural Communication is a systematic study of what happens when people from different cultural backgrounds interact face-to-face. The course is a balance between theoretical and practical knowledge, with emphasis on immediately usable knowledge. Guest speakers, in-class simulations, cross-cultural interviews, and research projects ask students to apply communication skills to actual intercultural situations.  
Prerequisite: COM 102 or consent of the instructor.
COM 305. STUDIES IN PUBLIC ADDRESS
THREE CREDITS
This class is a hybrid or comparative approach to the study of public address in the United States. We will study traditional and critical rhetorical theories of public address. We will also engage with speakers and texts that both challenge and reinforce the "great speeches" mold. As we pursue these objectives, we will focus our study on selected social movement rhetorics in the United States, including those of women's and feminist movements, civil rights movements, labor movements, and LGBTQ movements.

COM 320. MEDIA MANAGEMENT
THREE CREDITS
This course will provide a framework for understanding the functions and methods of media managers in both print and non-print media. Prerequisite: COM 220 or consent of the instructor.

COM 321. ADVANCED MULTIMEDIA REPORTING
THREE CREDITS
This course combines advanced reporting techniques with multimedia production to create news "packages". Students will discuss audience analysis and determine what makes a solid news package for a particular audience and/or demographic. The class will analyze existing news packages and then split into teams to create their own multimedia news stories that relate not only to the university, but also to the Wilkes-Barre area. Teams will be responsible for all reporting and multimedia work, including, but not limited to, video, online and photo components. Near the end of the semester, students will present their work to a panel of industry and/or academic professionals for feedback. Prerequisite: COM 222

COM 322. ADVANCED VIDEO PRODUCTION
THREE CREDITS
A study of the principles and techniques of video production. Scripting, producing, and editing videography are subjects covered extensively by this course. Each student will produce several video productions. Taught every spring semester. Fee: $50. Prerequisite: COM 222 or consent of the instructor.

COM 323. ADVANCED AUDIO PRODUCTION
THREE CREDITS
This advanced level course builds on the basic skills learned in Broadcast Production with an emphasis on radio and the radio industry. Students will learn the theory and techniques of in-depth radio production, including multi-track recording, mixing, signal processing, editing, mastering, creative radio production, and sound design for media. Students will be expected to work independently and within the group to produce broadcast quality production content suitable to be aired on WCLH.

COM 324. COMMUNICATION RESEARCH METHODS I
THREE CREDITS
A study of the basic foundations in the theory and practice of communication research. The course will review the varied concepts and methods used in designing and conducting research specific to the discipline of Communication Studies and introduce students to the process of applying to the Institutional Review Board for research permission involving human subjects. Emphasis on ability to hone research topics, identify research sources, and write literature reviews. Required of all majors. Course taught every fall semester. Prerequisites: COM 102 & COM 260

COM 325. COMMUNICATION RESEARCH METHODS II
THREE CREDITS
A focus on the principles and techniques of sampling, data analysis, and data interpretation as applied to communication research. Qualitative and quantitative analyses will be explored, as will fundamental aspects of both descriptive and interpretive statistics. An emphasis is placed on students' ability to work independently to gather, analyze, interpret, and report original research findings. Required of all majors. Course taught every spring semester. Prerequisite: COM 324

COM 352. ADVANCED PUBLIC RELATIONS CAMPAIGNS
THREE CREDITS
COM 352 is an advanced course in public relations, taught in seminar format. Emphasis is placed on planning, researching, budgeting, carrying out and evaluating actual public relations campaigns. The course is both writing and speaking intensive. In cooperation with various community-based businesses and non-profit clients, student "teams" conduct actual semester-long promotional campaigns. Students should be competent in basic newswriting, interviewing, and fundamentals of public relations. Course taught in alternative spring semesters. Prerequisite: COM 302.

COM 354. INTERNATIONAL FIELD EXPERIENCE IN COMMUNICATION
ONE TO SIX CREDITS
International Field Experience in Communication is an international service-learning experience that focuses on social and communication issues. Students will do a service project related to an area of communication studies including, but not limited to, Broadcast and Print Media, Public Relations, or Strategic Communication. Qualifies for Study Tour Experience (STE) credit pricing.

COM 360. ADVANCED NEWSWRITING
THREE CREDITS
A study of specialized reporting and an introduction to news editing. Fee: $50. Prerequisite: COM 260.
COM 361. FEATURE WRITING
THREE CREDITS
A study of feature articles for newspapers, syndicates, magazines, and specialized publications. Practice in research, interviewing, and writing.
Prerequisite: COM 260.

COM 362. MASS COMMUNICATION LAW
THREE CREDITS
Current legal problems, theory of controls in journalism, television, and radio. Libel, copyright, privacy law, and other legal issues affecting the mass media. A case study approach will be used.

COM 372. MANAGING A PUBLIC RELATIONS AGENCY
THREE CREDITS
Focus on difference between in-house public relations and agency operators. Students work with several clients.
Prerequisite: COM 302.

COM 385-386. INDEPENDENT RESEARCH
ONE TO THREE CREDITS
Independent study and research for advanced students in the communication studies programs under the direction of a faculty member. A research paper or project is required. Written permission of department chair is required.

COM 397. SENIOR SEMINAR/COMMUNICATIONS
THREE CREDITS
An in-depth investigation of current research and ethical issues in communication. A research paper and senior project required. Required of all majors. Course taught every spring semester.
Prerequisites: COM 324 and junior or senior standing.

COM 398. TOPICS
ONE TO THREE CREDITS
A study of topics of special interest not extensively treated in regularly offered courses.

COM 399. COOPERATIVE EDUCATION
ONE TO SIX CREDITS
Professional cooperative education placement in a private or public organization related to the student’s academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student’s discipline. (See the Cooperative Education section of this bulletin for placement procedures.)
Prerequisites: Completion of sophomore year, 2.25 cumulative GPA, consent of academic advisor, and approval of placement by department chairperson.
A semester-by-semester program outline as it would appear in the bulletin for a new program or any modified program with all changes clearly indicated.
8. Signatures and Recommendations. (please date)
   • Signatures of involved Department chair(s) and Dean(s) indicate agreement with the proposal and that adequate resources (library, faculty, technology) are available to support proposal.
   • If a potential signatory disagrees with a proposal he/she should write "I disagree with this proposal" and a signed statement should be attached to this submission.

Mark Stone, Chair, CDM Studies
Print Name/Title: ___________________________  Signature: ___________________________  Date: 2/2/17
Department chair(s) of all potentially affected programs

Paul Riggs, Dean, CAHSS
Print Name/Title: ___________________________  Signature: ___________________________  Date: 2/2/17
Dean(s) of any potentially affected College/School.

Susan Hritzak
Print Name: ___________________________  Signature: ___________________________  Date: 2/2/17
Registrar

Anne Asklepen
Print Name: ___________________________  Signature: ___________________________  Date: 2/7/17
Provost (For new programs, significant revisions and revisions to the General Education Program revisions only).

Provost should check here ___ if this proposal is a program revision AND the significance of the revision requires review and approval by APC prior to Curriculum Committee.

Print Name: ___________________________  Signature: ___________________________  Date: ___________________________
Chair, Academic Planning Committee. For new programs, program revisions sent via the provost.
Signature indicates that the proposal has been reviewed and approved by APC.

Print Name: ___________________________  Signature: ___________________________  Date: ___________________________
Chair, General Education Committee. For revisions to General Education program only.
(Signature indicates that the proposal has been approved by GEC).
Wilkes University Curriculum Committee  
COURSE CHANGE FORM

**Directions:** Use this form to change information relating to an existing course. Please note, changes to course number require separate course addition/deletion forms (not this form!). Only indicate changes that are proposed (existing and proposed), other fields should be left blank.

**Course Number:** COM 324  
**Course Title:** Communication Research Methods

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<td>Communication Research Methods I</td>
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<td>3.0 Classroom Hours</td>
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<td>COM 102 &amp; COM 260</td>
<td>COM 102 &amp; COM 260</td>
</tr>
<tr>
<td>Course Description (as proposed for Bulletin)(^1)</td>
<td>Study of research methods in various areas of communication. Emphasis on ability to research literature and critique a research design. Consideration of content analysis and empirical design. Required of all majors. Course taught every fall semester.</td>
<td>A study of the basic foundations in the theory and practice of communication research. The course will review the varied concepts and methods used in designing and conducting research specific to the discipline of Communication Studies and introduce students to the process of applying to the Institutional Review Board for research permission involving human subjects. Emphasis on ability to hone research topics, identify research sources, and write literature reviews. Required of all majors. Course taught every fall semester.</td>
</tr>
</tbody>
</table>

\(^1\) Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.
Professor: Dr. Evene Estwick                    Office Hours: M & F: 1-3, T: 1-2
Office: SLC 440
Phone: 570-408-4161
Email: evene.estwick@wilkes.edu

COURSE DESCRIPTION:
COM 324 Research Methods I is the first part of the Research Methods senior year experience and lays the groundwork for the final capstone presentation. The primary goal of this course is to provide students with the basic foundations in the theory and practice of communication research. In addition, the course will review the concepts and methods used to design, conduct and interpret research specific to the discipline of communication studies.

COURSE OBJECTIVES: After successful completion of the course students should be able to:
- Explain the role of research in Communication Studies.
- Analyze and evaluate basic research literature.
- Explain the purpose, goals, and methods used in communication-related research.
- Create a comprehensive Review of Literature based on a specific topic.
- Discuss the importance of Human Subjects Training in Communication Research.
- Understand the role of the Institutional Research Board in conducting research.
- Understand the role of ethics in research.
- Explain quantitative and qualitative research methods.


RECOMMENDED RESOURCE: *Publication Manual of the American Psychological Association*, sixth ed. (While this is not a required text, you must have access to a copy if you expect to be successful in writing your research paper. The manual is available for purchase both online and at the bookstore, and is available at the library as well.)
GENERAL CLASS GUIDELINES:

- You are expected to complete all assigned readings prior to each class meeting and come prepared to actively participate in class discussions.
- If you miss class you are responsible for obtaining notes, assignments, handouts, announcements, etc.
- Assignments are to be presented on time. Late assignments will receive a lower grade.
- You are expected to be prompt. If you arrive after role has been taken, you must see the instructor at the end of the class period to be marked present. Students who are chronically tardy will be marked absent.
- You are expected to adhere to the University's Rules of Conduct.
- You are strongly urged to consult the professor during office hours to discuss major assignments.
- Papers should be presented directly to the professor -- placing them under office doors or in mailboxes increases the risk of loss.
- If you fail to take the final exam on or before its scheduled date (without prior special arrangement) you will receive a "0" for the exam.
- Make-up work is at the discretion of the instructor.

ATTENDANCE & PARTICIPATION GUIDELINES:  Attendance is critical to one's participation in, and understanding of, what goes on in class. If you are frequently absent, you cannot participate, thus frequent absences will affect your class participation grade. **In general, since this class meets only one night a week, I would not expect you to miss more than one class during the course of the semester.** This course is designed to be an active learning experience; therefore you are expected to come to class prepared to discuss and present homework and reading assignments. Failure to actively participate in all facets of class will negatively impact your overall grade. Note that assignments not presented on prescribed dates will result in a lower grade; make-up work is at the discretion of the instructor.

E-MAIL & OTHER COMMUNICATION: While you are in class, you must be fully invested in the proceedings; therefore you must not text via your cell phone. In addition, I expect your e-mail communication (to me) to be professional in nature i.e. they must include appropriate salutation, capitalization and grammar. In other words, IM language is **not** acceptable.

ASSIGNMENTS:

1. Good writing and proper presentation for all assignments is required. Written assignments must be **TYPED** and carefully **PROOF-READ** for grammar, punctuation, and spelling. All assignments must be **STAPLED**. Assignments will be graded down if these directions are not followed.
2. My policy is to deduct 3 points for each day a paper is late, including weekend days.

<table>
<thead>
<tr>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams 1</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20%</td>
</tr>
<tr>
<td>Literature Review</td>
<td>15%</td>
</tr>
<tr>
<td>Research Proposal</td>
<td>25%</td>
</tr>
<tr>
<td>Proposal Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td><em>(based on quality/quantity of contributions)</em></td>
<td></td>
</tr>
<tr>
<td>Attendance</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**Final Grades** (point scale)

100-94 pts. = 4  
93-87 pts. = 3.5  
86-80 pts. = 3  
79-75 pts. = 2.5  
74-70 pts. = 2  
69-65 pts. = 1.5  
64-60 pts = 1  
59-0 pts = 0

**Wilkes University Communication Studies Program Academic Dishonesty/Plagiarism Policy**

In accordance with the Wilkes University policy regarding plagiarism, academic dishonesty, and/or cheating, the Communication Studies faculty has developed the following policy for student violations. If you are uncertain about what constitutes plagiarism, collusion, or cheating in a particular professor’s class, read your course syllabus and ask your professor for clarification.

The following violations of academic integrity are considered unacceptable for students in the Communication Studies program and pre-professionals in any communications industry field:

- **Plagiarism**—the use of another’s ideas, printed text, images, or spoken words without proper citation and acknowledgement in the student’s work. Proper acknowledgement requires in-text citation, bibliographic reference, and overt acknowledgement of interview source materials and quotes.

- **Collusion**—improper and/or unsanctioned collaboration with another in preparing assignments, designs, and/or in taking written examinations.
- Cheating—giving improper aid to another in an examination or on original written or design work; receiving improper aid from another individual on an examination or on original written or design work; using sources when specifically forbidden to such access (as in notes on an exam that is not open-book).

- Falsifying documents or records—falsifying signatures on official documents, fabricating letters or documents.

Penalties for academic theft, collusion, or cheating on exams will result in the following actions:

- The incident will be reported to the offices of Student Affairs and the Provost.
- The student will receive a failing grade ("F" or 0) for the course in question.
- All Communication Studies faculty agree to refrain from writing any letters of recommendation on behalf of the student

**COURSE OUTLINE**

8/28/17  
Course Introduction and Overview  
Introduction to Communication Research  
Forms of Research in Communication  
Research Areas in Communication

9/11/17  
Ethics in Communication  
Qualities of Research Problems  
Using Hypotheses  
Identifying Variables in Research Problems & Hypotheses  
Reading: Chapters 1 & 2

9/18/17  
IRB Presentation: Dr. Linda Gutierrez  
Theoretical Conceptualizations  
What is a Theory?  
Choosing a topic  
Reading: Chapters 3

9/25/17  
Measurement in Communication Research  
Reliability & Validity  
Composing the Communication Argument
Literature Review

**Reading:** Chapters 4 & 5

**Due:** Topic Idea

10/2/17  Exam 1

10/9/17  Library Session

10/16/17  Research Designs
Textual Analyses
Ethnographies, Participant Observation

**Reading:** Chapters 6 & 7

**Due:** Literature Review Draft

10/23/17  Individual Consultations

10/30/17  Design of Descriptive Research

**Due:** Research Proposal Draft 1

**Reading:** Chapter 9

11/6/17  Design of Experimental Research

**Reading:** Chapter 10

11/13/17  Oral Presentations of Research Proposals

11/20/17  OPEN

11/27/17  Exam 2

12/11/17  NO CLASS – FRIDAY SCHEDULE

**NOTE:** This course outline is a tentative plan and is subject to change. Any changes will be announced in class. Due dates for some homework assignments are not included; they will be announced in class.
Wilkes University Curriculum Committee
COURSE ADDITION FORM – page 1

1. Course Title: Communication Research Methods II

2. Course Number: COM 325
   Coordinate with Registrar to insure course number is available

3. Course Credit Hours:
   Classroom Hours: 3.0  Lab Hours_____  Other_____

4. Course Prerequisites: COM 324: Communication Research Methods I

5. Course Description (as proposed for the Bulletin): Course descriptions provide an overview of the topics covered. If the course is offered on a scheduled basis, i.e. every other year, or only during a set semester, note this in the description. Course descriptions should be no more than two to three sentences in length.

   A focus on the principles and techniques of sampling, data analysis, and data interpretation as applied to communication research. Qualitative and quantitative analyses will be explored, as will fundamental aspects of both descriptive and interpretive statistics. An emphasis is placed on students' ability to work independently to gather, analyze, interpret, and report original research findings. Required of all majors. Course taught every spring semester.

6. Required Documentation: See attached syllabus.
   Proposed Syllabus Attach proposed syllabus immediately after this document. In some situations the official syllabus may contain information which is beyond the review needs of the Curriculum Committee (such as extensive rubrics, etc.). It is permissible to attach an abbreviated syllabus. In general, syllabi (whether full or abbreviated) should contain the following information: Course Title, Course Number, Credit hours, Faculty Information (name contact information, office hours), Course Description, Course Outcomes or Objectives, Assessment (grading) informations, required texts (or other things such as tools, software, etc.), pertinent policies and a proposed schedule of topics.
WILKES UNIVERSITY
Syllabus -- spring 2018
COM 325A: Communication Research Methods II

Professor: Dr. Mark Stine
Office: SLC 441B
Phone: 570-408-4169
E-mail: mark.stine@wilkes.edu
Office Hours: XXXXXXXX & by Appt.

Classroom: XXXXXXXX
Time: M 6:00-8:45

Text

Recommended Resource
Publication Manual of the American Psychological Association, sixth ed. (While this is not a required text, you must have access to a copy if you expect to be successful in writing your research paper. The manual is available for purchase both online and at the bookstore, and is available at the library as well.)

Orientation/Progression/Philosophy
This course constitutes the second half of the Research Methods senior year experience, and builds to a final capstone presentation of your research. The course begins with the assumption that in Research Methods I you successfully identified a workable topic, completed appropriate academic research relating to it, completed a comprehensive written review of related literature, and determined a research design that fits your topic and research question(s). Research Methods II picks up where Research Methods I left off, and this class focuses on the principles and techniques of sampling, data analysis, and interpretation. Both qualitative and quantitative methods will be covered, as will fundamental aspects of both descriptive and interpretive statistical analyses. This course will also serve to fulfill your senior capstone, thus your oral research presentation will take place with both your peers and the Communication Studies faculty present. Faculty members will critique your presentation. An emphasis is placed on your ability to work independently and apply the skills you have learned from previous Communication Studies classes to your final research project.

Course Objectives
After successful completion of this course, students should be able to:
1. Work independently to create a coherent research design and implement that study to collect data relevant to addressing a research question.
2. Apply theoretical concepts presented in previous Communication Studies classes to inform and conduct an appropriate research project.
3. Analyze and interpret both qualitative and quantitative data and discuss implications and findings.
4. Discuss sampling theory, descriptive statistics and inferential statistics.
5. Use the SPSS program to appropriately manipulate data.

**Attendance and Participation**
Attendance is critical to one's participation in, and understanding of, what goes on in class. If you are frequently absent, you cannot participate, thus frequent absences will affect your class participation grade. **In general, since this class meets only one night a week, I would not expect you to miss more than one class during the course of the semester. You must be present for all of the Oral Research Presentations, so if you work or otherwise have evening engagements, you should make arrangements now to change them.** It is anticipated that you will come to class prepared to discuss and present homework and reading assignments, offer useful critique, and appropriately contribute to the class as a whole. Failure to do so will have a negative effect on your class participation grade. Note that assignments not presented on prescribed dates will result in a lower grade; make-up work is at the discretion of the instructor.

**Grading**
The major assignments, along with the point value of each, include:

- In Class Research Proposal Presentation 15%
- Oral Research Presentation 25%
- Exam 25%
- Written Research Presentation 25%
- Class Participation & Homework 10%

**Final Grades** (point scale)
- 100-94 pts. = 4
- 93-87 pts. = 3.5
- 86-80 pts. = 3
- 79-75 pts. = 2.5
- 74-70 pts. = 2
- 69-65 pts. = 1.5
- 64-60 pts = 1
- 59-0 pts = 0

Grades for written work will be based on the content, structure, grammar and format of the paper presented, as well as the ability to adhere to the guidelines provided. Grades for presentations will be based on the same criteria, along with adherence to the provided rubric. Note that outstanding and superior work demonstrates not only a mastery of knowledge, but also an ability to apply that knowledge to produce a highly superior product. Above average work demonstrates a student's ability to link course material to practical experiences. Average work meets the requirements of the assignment and demonstrates a basic understanding of relevant concepts. Below average work fails to meet the requirements of an assignment, or is severely negligent.
General Course Guidelines
- Students who miss class are responsible for obtaining notes, assignments, handouts, announcements, etc.
- Major assignments and due dates will be presented to students in writing and explained in detail. The expectations and grading criteria for each assignment will be discussed. If at any time you are unclear about any part of an assignment, it is your responsibility to see me.
- Please be prompt. In the case of occasional lateness, please see me after class so I can mark you present. Chronic tardiness for no apparent reason is unacceptable, and may impact a student's class participation grade. You are expected to adhere to the University's Rules of Conduct.
- Assignments should be presented directly to the professor -- placing them in mailboxes or under office doors increases the risk of loss. I will not accept electronic documents.
- Any student who fails to make their project presentation or fails to turn in the final project on its scheduled due date will receive a “0” for the project.

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- The student will receive a failing grade (“F” or 0) for the course in question.
- All Communication Studies faculty agree to refrain from writing any letters of recommendation on behalf of the student.
Course Chronology

1/22  Course Introduction/Overview
      Review of Communication Research Designs

1/29  Research Topic Finalization
      Review of Research Proposal Requirements

2/5   Research Proposals Due: PowerPoint Proposal Presentations
      **Have Draft of IRB Application Prepared if Applicable

2/19  Sampling Theory
      Readings: Ch. 11

2/26  Statistical Analysis of Data:
      Descriptive Statistics
      Readings: Ch. 12

3/12  Statistical Analysis of Data:
      Inferential Statistics
      Readings: Ch. 13

3/19  Statistical Analysis of Data:
      Inferential Statistics
      Readings: Ch. 14

3/26  Introduction to SPSS & SPSS Lab Session
      Readings: Appendix E

4/2   EXAM (Chs. 11-14, Appendix E, and lecture notes)

      Research Reports: Parts & Construction

4/16  PowerPoint Research Updates
      Final Preparation for Oral & Written Presentations

4/23  PowerPoint Research Updates
      Scheduling of Research Consultations for 4/30

4/30  Individual Research Consultations

EXAM SESSION (5/7) FINAL RESEARCH PRESENTATIONS (5:00-9:30 PM)
NOTE: This chronological course outline is a tentative plan and is subject to change. Any changes will be announced in class. Exam session follows published exam schedule.

Major Assignments:

**IN CLASS RESEARCH PROPOSAL PRESENTATION**

*Course Objective(s) Met: #1 & 5*

Your research proposal presentation should be a brief overview of your research, using a PowerPoint, and will be limited to 5 minutes. This will be followed by 2-3 minutes for professor and audience questions. Your presentation should include:

1. Your research question(s) and hypothesis(es)
2. A brief statement addressing “context of the problem”
3. A few citations of related literature with annotation
4. A preliminary idea of your proposed methodology

**ORAL PRESENTATION OF COMPLETED RESEARCH**

*Course Objective(s) Met: #1-6*

Details of this assignment along with a grading rubric will be discussed in detail in class, however, you will be required to present a coherent report of your research with appropriate visual support covering the following areas:

**Introduction:** importance of problem, purpose of this project, conceptual definitions, delimitations, research question and review of pertinent related literature.

**Research Methods:** research design and methods (including sampling methods), procedures (operational definitions, coding protocol and scheme, and reliability methods and results, as applicable).

**Results:** data analysis (both quantitative and qualitative), report of findings

**Discussion:** interpretations, methodological refinements, recommendations for future research.

**RESEARCH PAPER**

*Course Objective(s) Met: #1-6*

You will write a scholarly report of your research following APA guidelines, which will address each of the items discussed above in the Oral Presentation, but also include **References** (of researched articles, text, and any other sources that you cite). Your paper should be well written and free of grammatical and other errors. Page limitations will be discussed in class.