

# SCOM 280.4 Syllabus Fall 2018

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## **Course Information:**

Introduction to Communication Research  
Monday/Wednesday/Friday 10:10 – 11:00am  
Harrison 2101

## **Course Materials:**

Required Text: Communication Research Methods, 3<sup>rd</sup> edition.  
As assigned, all texts will be available via Libraries or will be posted on canvas.

## **Instructor Information:**

Name: Dr. Paul E. Mabrey III  
Office: 1143 Student Success Center  
Office Hours: MW: 11:30am-12:30pm;  
By appointment  
Office Phone: 540 – 568 – 4818  
JMU Email: [mabreype@jmu.edu](mailto:mabreype@jmu.edu)  
Canvas: [canvas.jmu.edu](https://canvas.jmu.edu)  
Website: [sites.jmu.edu/mabrey](https://sites.jmu.edu/mabrey)

## **Course Description:**

An introduction to the principles, methods and analysis techniques used in the field of communication. Emphasis on a broad-based understanding of the breadth of research in the field. Includes both qualitative and quantitative research methods, methods of literature review and research article critiques.

## **Course Learning Objectives:**

1. Recognize the relationship between knowledge paradigms and research methods in the process of knowledge generation.
2. Locate, utilize, and evaluate library materials and databases relevant to creating communication research projects.
3. Identify and apply appropriate research methods ethically for collecting, analyzing, and interpreting data.
4. Appraise the quality of published communication research studies.
5. Design a communication research study that includes a justifiable question and/or hypothesis, literature review, and appropriate methodology.

## **Academic Honesty**

I adhere to James Madison University's Honor Code. Below is an EXCERPT but you should visit [www.jmu.edu/honor/code.shtml](http://www.jmu.edu/honor/code.shtml) for more information. Do not hesitate to ask should you have ANY questions. Individuals/groups caught will be punished.

"Students shall observe complete honesty in all academic matters. Violations of the Honor Code include, but are not limited to, taking or attempting to take any of the following actions:

- Using unauthorized materials or receiving unauthorized assistance during an examination or in connection with any work done for academic credit. Unauthorized materials may include, but are not limited to, notes, textbooks, previous examinations, exhibits, experiments, papers or other supplementary items.
- Giving false or misleading information regarding an academic matter.
- Copying information from another student during an examination.
- Rendering unauthorized assistance to another student by knowingly permitting him or her to see or copy all or a portion of an examination or any work to be submitted for academic credit."

## **Attendance:**

Communication can be best understood and practiced through our interactions. Your presence, company and attendance are required for this class. I will take attendance at the beginning of every class. The class is structured such that frequent absences will significantly affect your final grade. **After your third absence, your final grade will drop half a letter grade for every subsequent absence. Excused absences are those absences sanctioned by James Madison University for university events. ASSIGNMENTS CANNOT BE MADE UP OR RETAKEN.**

## SCOM 280.4 Syllabus Fall 2018

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### Anticipated Schedule:

Mon Aug 27	Introductions	
Wed Aug 29	Preface and Chapter 1	
Fri Aug 31	Article Discussion – Supa and Utz et al	
Mon Sep 3	Chapter 2	Syllabus Agreement Due
Wed Sep 5	How to read research activity	
Fri Sep 7	How to write research activity	
Mon Sep 10	How to research activity	
Wed Sep 12	Chapter 3	
Fri Sep 14	Chapter 4	
Mon Sep 17	Chapter 5	Area of Interest Due
Wed Sep 19	Chapter 5	Give Part 1 Exam
Fri Sep 21	Chapter 6	
Mon Sep 24	Chapter 6	Part 1 Exam Due
Wed Sep 26	Chapter 7	
Fri Sep 28	Chapter 7	Bibliography 5 additional sources due
Mon Oct 1	Chapter 8	
Wed Oct 3	Chapter 8	
Fri Oct 5	No Class – Bibliography time	
Mon Oct 8	Chapter 9	Final Bibliography Due
Wed Oct 10	Chapter 9 Brigham and Noland Article Discussion	
Fri Oct 12	No Class – Exam time	Give Part 2 Exam
Mon Oct 15	Chapter 10	
Wed Oct 17	Chapter 10	Part 2 Exam Due
Fri Oct 19	Chapter 11	
Mon Oct 22	Chapter 11	
Wed Oct 24	Chapter 12	
Fri Oct 26	Chapter 12 Pfau et al Article Discussion	Literature Review Due
Mon Oct 29	Chapter 13	
Wed Oct 31	Chapter 14	
Fri Nov 2	Chapter 14	
Mon Nov 5	No Class – Virginia Assessment Conference	
Wed Nov 7	Chapter 15	
Fri Nov 9	Chapter 15	Give Part 3 Exam
Mon Nov 12	Chapter 16	
Wed Nov 14	Chapter 16	
Fri Nov 16	No Class - Exam Lab	Part 3 Exam Due
Mon Nov 19	Thanksgiving	
Wed Nov 21	Thanksgiving	
Fri Nov 23	Thanksgiving	
Mon Nov 26	Methods section discussion	
Wed Nov 28	SONA research discussion	SONA Participation Due
Fri Nov 30	Paper Lab	Rough Draft due
Mon Dec 3	Paper Workshop	
Wed Dec 5	Paper Workshop	
Fri Dec 7	Reflection	Final Proposal Due
Wed Dec 12	8am-10am Final	Oral Presentations

# SCOM 280.4 Syllabus Fall 2018

## **Assignment Points:**

Exams (3x100)	300
Area of Interest Paper	50
Bibliography	100
Literature Review	100
Rough Draft	50
Final Proposal	100
Paper Workshop	50
Oral Presentation	50
Participation (7x25)	175
SONA Participation	25
<b>Total</b>	<b>1000</b>

## **Grading Scale:**

A	940-1000	B+	870-899	C+	770-799	D+	670-699
A-	900-939	B	840-869	C	740-769	D	600-669
		B-	800-839	C-	700-739	F	0-599

**“C” is considered average. Points are not rounded; you receive what you have earned.**

## **Assignment Explanations:**

**Exams:** Three take home exams over each part of the textbook. Each exam is worth 100 points. Exams are open book, open notes but are to be individually produced.

**Area of Interest:** This paper is designed to develop your area of interest. You should include your significance claims potential research questions, how you might approach the area and five annotated sources.

**Bibliography:** 15 total sources, including the first five from your area of interest. All sources must be annotated.

**Literature Review:** You should include at least the 15 sources from your bibliography. You should tell a story of prior research, from broad to narrow, building your case for your particular research questions.

**Rough Draft:** This is a full draft of your final research proposal. You should include an introduction, literature review, and methods section.

**Oral Presentation:** The final for this course is a 5-minute presentation sharing your research proposal with the class. Depending on your area, approach and presentation style, you may or may not utilize visual aids. Prior to your actual presentation during finals week, you must practice and revise your presentation utilizing feedback from the Communication Center.

**Paper Workshop:** You will workshop your paper drafts in class via your class groups. Prior to the workshop class, you are expected to complete your draft, share your draft, review the drafts of your group and provide constructive feedback for each group member.

**Participation:** Participation points will be earned through surprise pop quizzes, activities, and other in-class assignments. 7 random assignments worth 25 points each.

**SONA Participation:** The department requires every student in SCOM 280 to participate as a research subject in the departmental research pool. Your participation must be completed by the final week of class. We will use your participation throughout the semester as examples for in-class discussion.

# SCOM 280.4 Syllabus Fall 2018

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## **Student Concerns and/or Accommodations:**

If you have any special concerns please let me know as early as possible. If you have any special concerns please let me know as early as possible. JMU abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act, which mandate reasonable accommodations be provided for students with documented disabilities. If you have a disability and may require some type of instructional and/or examination accommodations, please contact me early in the semester so that I can provide or facilitate provision of accommodations you may need. If you have not already done so, you will need to register with the Office of Disability Services, the designated office on campus to provide services for students with disabilities. The office is located in the Student Success Center on the first floor. You may call 540-568-6705 for more information.

**Gender Based Violence:** Title IX of the Education Amendments of 1972 states "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving Federal financial assistance." Faculty are considered mandatory reporters of sexual violence disclosures, but confidential resources are available at JMU. If you need assistance of any kind with sexual assault, intimate partner violence or stalking please consult [jmu.edu/ccasa](http://jmu.edu/ccasa).

## **Basic Needs:**

Any student who faces challenges that may affect their performance in the course should consult the resources outlined below. If there is not a resource or you find the resources inadequate, you are urged to contact the Dean of Students for support, <http://www.jmu.edu/studentaffairs/departments/deanofstudents/index.shtml>. Furthermore, please notify the professor if you are not comfortable in doing so. This will enable him to provide any resources that he may possess.

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| Food:       | Campus Kitchen at <a href="mailto:jmucampuskitchen@gmail.com">jmucampuskitchen@gmail.com</a><br>Patchwork Pantry <a href="mailto:patchworkpantry@gmail.com">patchworkpantry@gmail.com</a> 540.433.2148                                 |
| Housing:    | JMU Residential Life 540.568.4663<br>Salvation Army 540.433.2785<br>Open Doors 540.271.1701  |
| Financial:  | Financial Aid Office, ask for Madison Forever Scholarship, previously Madison For Keeps<br><a href="http://www.jmu.edu/scholarships/finaid/madison-for-keeps.shtml">http://www.jmu.edu/scholarships/finaid/madison-for-keeps.shtml</a> |
| Counseling: | JMU Counseling Center <a href="https://www.jmu.edu/counselingctr/">https://www.jmu.edu/counselingctr/</a>  |

## **LGBT & Ally Education Office:**

Located on the first floor of Student Success Center, The Lesbian, Gay, Bisexual, Transgender, Queer & Ally Education Program works toward promoting James Madison University's commitment to diversity through education, support, advocacy and the fostering of equity for all students, regardless of sexual orientation or gender identity and expression. <https://www.jmu.edu/lgbta/>

## **Academic Support Resources:**

James Madison University has an amazing amount of quality services available to you as a student. Career & Academic Planning, Counseling and Student Development Center, University Health Center Outreach & Prevention Services and the Learning Resource Centers just to name a few.

Communication Center: <http://www.jmu.edu/commcenter/>  
Writing Center: <http://www.jmu.edu/uwc/>  
Learning Strategies Instruction: <https://www.jmu.edu/lsi/>  
English Language Learner Services: <https://www.jmu.edu/ells/>

## **Religious Accommodations:**

All faculty are required to give reasonable and appropriate accommodations to students requesting them on grounds of religious observation. The faculty member determines what accommodations are appropriate for his/her course. Students should notify the faculty by no later than the end of the Drop-Add period the first week of the semester of potential scheduled absences and determine with the instructor if mutually acceptable alternative methods exist for completing the missed classroom time, lab or activity. Contact the [Office of Equal Opportunity](#) at (540) 568-6991 if you have additional questions.

## SCOM 280.4 Syllabus Fall 2018

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### **Office Hours:**

While I am almost always in my office during office hours, I occasionally step out to run an errand or visit with a colleague, debater or student. Dropping in without prior arrangements does not guarantee I am immediately available. Appointments are strongly encouraged to maximize time management for both student and faculty.

### **Grade Disputes:**

If you wish to dispute a received grade, you must submit your grade dispute in writing within one week of receiving the grade in question.

### **Cell phones:**

Please turn them off, put them on silent or vibrate. The only time anyone should be on a cell phone is for an emergency. NO TEXTING. If there is an emergency on campus, all of our phones should be vibrating.

### **Weather:**

Decisions to close university operations will be made by the President or a designee. If the decision to close is made, announcements will be made on JMU radio station 1610AM, on the [JMU Home Page](#) on the World Wide Web and on area radio and television stations. When it is necessary to cancel classes due to weather or other emergency, we will hold class electronically, using Canvas. Please check Canvas if class is cancelled for assignments. Additionally, the university may be forced to cancel or reschedule final examinations. Decisions to close university operations will be made by the President, or a designee. If the decision to close the university and reschedule final examinations is made, announcements will be made as noted above. When the university closes due to weather or other type of emergency, faculty will administer regularly scheduled examinations at a time designated by the university. The official make up time will be designated as part of the closing announcement. Unless otherwise notified, examination locations will be the same as the location for the regularly scheduled exam. If it is determined that exams cannot be given because of inclement weather or other emergency, faculty will assign final grades to students based on the exams, tests and projects completed prior to the regularly scheduled exam date.

### **Writing Guidelines:**

Keep it simple. Identify yourself, the course, section, assignment and meeting time on the paper. You should use 12-point font, double-spaced and one inch margins all around. Use the most recent APA format style guidelines. Default to specific assignment guidelines if they differ.

### **Drop/Add:**

Students are responsible for registering for and/or dropping classes and for verifying their class schedules on MyMadison.

### **College of Arts & Letters First Week Attendance Policy:**

At the instructor's discretion, any student registered for a class in the College of Arts and Letters who does not attend the first two (2) scheduled meetings of the class (or does not attend the first scheduled meeting of a class that meets once a week) may be administratively dropped from the class. Students dropped for non-attendance will be notified via e-mail by the Associate Dean of the College.

Students who fail to attend the first two meetings of a class for which they are registered but who do not receive an e-mail notification have not been administratively dropped by their instructor. Unless those students drop the course on their own, they will receive a grade at the end of the semester. All students are responsible for verifying the accuracy of their schedules and changes made in their schedule via e-mail and through the web.

### **Living Document:**

The syllabus is a work in progress and subject to change. You will be notified of any changes.

## SCOM 280.4 Syllabus Fall 2018

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### **SIGNATURE & ACKNOWLEDGEMENT:**

I acknowledge that I have read and fully understand the material contained in the syllabus and this website.

By completing the following form, I agree to abide by the course policies set out in the syllabus and this website. Furthermore, on my honor, I will not give nor receive any unauthorized assistance on any assignment.

\_\_\_\_\_  
Name (print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
Honor Code Signature