COMM 3008 COMMUNICATION RESEARCH PROJECT

Credit Points 10

Legacy Code 101930

Coordinator Raymond Archee (https://directory.westernsydney.edu.au/search/name/Raymond Archee/)

Description This final year subject provides a capstone experience as a bridge into professional work or as a precursor to further research studies. The 'open box' approach invites students to develop a concept for a research report or professional project, undertaking preparatory stages of collective and individual research in an area of interest that has emerged as a result of previous studies. Students will generate project options that draw on historical and contemporary research issues and approaches to guide the development of their own research questions and methods specific to their object of research. A range of methodological approaches will be explored, including practice-based methods, industry observation/shadowing, qualitative interviews, and quantitative digital methods. Students will develop their own reading lists, identify appropriate research methods and conduct some pilot testing and evaluation of findings for their project. Students will also learn how to read and consume academic and scholarly research in order to critique problematic issues in published research reports.

School Humanities & Comm Arts

Discipline Written Communication

Student Contribution Band HECS Band 4 10cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Equivalent Subjects COMM 3039 - Visual Thinking COMM 3019 - Media Analysis

Restrictions

Successful completion of 80 credit points.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Identify and develop a research question
2. Identify appropriate professional and academic contexts for research, and real world ethical practices
3. Present a rationale for a research project
4. Evaluate and use appropriate methods in your research
5. Articulate a potential research finding appropriate to the selected context
6. Adequately assess the risk involved in professional production projects
7. Be able to critique a research report for reliability, validity and ethical problems

Subject Content

- developing research directions and contexts - The research question and The place of research within academic and professional contexts
- selected research themes linked to Core practices of Advertising, Journalism, public relations and media Arts production majors - case Study examples
- Exemplars of published research reports in need of Issues being identified and critiqued
- The use and Reporting of appropriate research methods and mixed methods research in A pilot research Study
- developing A research evaluation of The pilot Study using selected methods and approaches

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/Group Task
Proposal	3 minutes max (for Video Presentation); 1,200 words (for Proposal)	30	N	Group
Report	2,000 words	40	N	Group
Portfolio	1,500 words	30	N	Individual

Teaching Periods

Autumn (2022)

Online
Online
Subject Contact Raymond Archee (https://directory.westernsydney.edu.au/search/name/Raymond Archee/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM3008_22-AUT_ON_O#subjects)

Parramatta - Victoria Rd
Day
Subject Contact Raymond Archee (https://directory.westernsydney.edu.au/search/name/Raymond Archee/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM3008_22-AUT_PS_D#subjects)

Sydney City Campus - Term 1 (2022)
Sydney City
Day
Subject Contact Ming Diao (https://directory.westernsydney.edu.au/search/name/Ming Diao/)

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM3008_22-SC1_SC_D#subjects)

Sydney City Campus - Term 3 (2022)
Sydney City
Day
Subject Contact Ming Diao (https://directory.westernsydney.edu.au/
search/name/Ming Diao/)

View timetable (https://classregistration.westernsydney.edu.au/even/
timetable/?subject_code=COMM3008_22-SC3_SC_D#subjects)

Autumn (2023)
Online
Online
Subject Contact Raymond Archee (https://
directory.westernsydney.edu.au/search/name/Raymond Archee/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=COMM3008_23-AUT_ON_2#subjects)

Parramatta - Victoria Rd
On-site
Subject Contact Raymond Archee (https://
directory.westernsydney.edu.au/search/name/Raymond Archee/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=COMM3008_23-AUT_PS_1#subjects)

Sydney City Campus - Term 1 (2023)
Sydney City
On-site
Subject Contact Ming Diao (https://directory.westernsydney.edu.au/
search/name/Ming Diao/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=COMM3008_23-SC1_SC_1#subjects)

Sydney City Campus - Term 3 (2023)
Sydney City
On-site
Subject Contact Ming Diao (https://directory.westernsydney.edu.au/
search/name/Ming Diao/)

View timetable (https://classregistration.westernsydney.edu.au/odd/
timetable/?subject_code=COMM3008_23-SC3_SC_1#subjects)