



# ORCOM 199

## Organizational Communication Research

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### Study Guide for Unit 3.2

#### **THE RESEARCH PROPOSAL: Writing the Literature Review**

##### **A. Introduction**

The literature review provides a summary, as well as a critical analysis and evaluation, of scholarly studies related to your topic/research problem. A good review of related literature tells that you are aware of the various studies and developments on the subject area you are trying to investigate. Discussing the relevance of literature review, Kumar (2011) also noted:

It has value even before the first step; that is, when you are merely thinking about a research question that you may want to find answers to through your research journey. In the initial stages of research it helps you to establish the theoretical roots of your study, clarify your ideas and develop your research methodology. Later in the process, the literature review serves to enhance and consolidate your own knowledge base and helps you to integrate your findings with the existing body of knowledge. (pp. 31-31)

##### **Objectives**

After covering this section, you should be able to:

1. reflect on the relevance of the review of related literature in research,
2. apply effective techniques in doing literature review, and
3. draft materials that will be developed into an RRL.



## B. Writing the Literature Review

### Let's Begin

The second chapter of your research proposal is the Review of Related Literature. Here you will present, summarize, and evaluate existing studies related to your research topic/problem. In this section, we will learn how to write a coherent and well-organized review of related literature through creating RRL notes and outline.

### Read

- "Reviewing the Literature" (pp. 31-42) of Kumar, R. (2011). *Research methodology: A step-by-step guide for beginners* (3rd ed.). Wadsworth, Cengage Learning.
- "Finding and Reviewing the Literature" (pp. 52 - 62) of Walliman, N. (2011). *Research methods: The basics*. Routledge.

### Think

1. What are the purposes of doing literature review?
2. How do you organize your review of related literature?
3. Application: Recall the library orientation that you attended a few weeks ago. How will you put into practice what you learned from that webinar?