**UNIVERSITY OF THE PHILIPPINES MANILA**

**Department of Arts and Communication**

**First Semester, Academic Year 2024 to 2025**

Course Code: **OrCom 199**

Course Title: **Organizational Communication Research**

Course Description: The nature, development, principles, and problems of organizational

communication research in the Philippine setting

Unit Credits: 3

Number of Weeks: 15

Instructor **: Dr. Gina S. Salazar**

Associate Professor and Assistant to the Vice Chancellor for Academic Affairs

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**COURSE LEARNING OUTCOMES (CLOs)**:

After having completed the course, students should be able to:

**CLO 1**  Explain the fundamental concepts of Organizational Communication research;

**CLO 2** Determine ethical issues in planning research;

**CLO 3** Examine issues on Organizational Communication; and

**CLO 4** Create a research proposal.

**COURSE OUTLINE**

I. Organizational Communication research

II. Types of research

A. Historical

B. Comparative

C. Descriptive

D. Correlation

E. Experimental

F. Evaluation

G. Action

H. Ethnogenic

I. Feminist

J. Cultural

III. Issues on Organizational Communication

IV. Ethics in Organizational Communication research

V. The process of preparing an Organizational Communication research proposal

A. Drafting the introduction of the research proposal

1. Background of the study

2. Statement of the problem and objectives

3. Academic significance

4. Social significance

5. Scope and limitations of the study

B. Writing the literature review

1. Purposes of the literature review

2. Structure of the literature review

3. Systematic literature review

C. Structuring the research framework

1. Theoretical framework

2. Conceptual framework

3. Operational framework

D. Developing a research methodology

1. Philosophical assumptions

2. Research design

3. Role of the researcher

4. Study setting and population

5. Sampling technique

6. Instrumentation

7. Data collection technique

8. Data analysis and procedures

9. Ethical considerations

READINGS ARE UPLOADED IN THE CLASS VLE.

**MODE OF DELIVERY**

The course will be conducted using synchronous and asynchronous approaches. The dates for the synchronous sessions are indicated in the course guide. Please note that your attendance in synchronous sessions is required.

All materials and announcements are to be posted on the UP Manila Virtual Learning Environment (VLE). Submissions are to be made via the class members’ respective Google Drive folders where requirements could be uploaded any time access to the internet is possible. Deadlines for the requirements are indicated in the class calendar. Please always check it for timely submissions

**COURSE MATERIALS**

The reading materials for this course could be accessed via the UP Manila Virtual Learning Environment (VLE).

**STUDY SCHEDULE**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week Number** | **Module/Topic** | **Learning Resources** | **Learning Tasks** |
|
| **1** | Course Orientation (Synchronous)  Library Orientation  (Asynchronous, upon availability of the recording) |  |  |
| **2** | I. Organizational  Communication  research  II. Types of research    A. Historical  B. Comparative  C. Descriptive  D. Correlation  E. Experimental  F. Evaluation  G. Action  H. Ethnogenic  I. Feminist  J. Cultural    III. Formulation of the  research problem  A. Issues on  Organizational  Communication as  sources of research  problems  B. Research problem  statements  1. Research  questions  2. Hypothesis  C. Elements of a  research problem  1. Constructs  2. Linkages | Reinard, J.C. (2001). The Role of  Research in Communication.  *Introduction to Communication*  *Research* (3rd ed., pp. 3-29).  New York: McGraw-Hill.  Walliman, N. (2001). Types of  Research. *Your Research*  *Project: a step-by-step guide*  *For the first-time researcher*  (pp. 88-110).  Wrench, J. Punyanunt-Carter,  N., & Ward, M. Sr. (2014). The  Dark Side of Organizational  Communication.  *Organizational*  *Communication: Theory,*  *Research, and Practice* (pp.  2022-2033)*.* Washington, D.C.:  Flat World Knowledge, Inc.  Wrench, J. Punyanunt-Carter,  N., & Ward, M. Sr. (2014). The  Professional Side of  Organizational Communication.  *Organizational Communication:*  *Theory, Research, and Practice*  (pp. 2189-2392)*.* Washington,  D.C.:Flat World Knowledge,  Inc.  Stewart, T. (2002). Problem  Development. *Principles of*  *Research in* *Communication*  (pp. 14-24). Boston: Allyn &  Bacon. | Discussion  Discussion  Research topic and research questions: September 13, 2024  Worksheet 1a: Formulating the research question(s) (based on the submitted research topic) |
| **3** | IV. Ethics in Organizational  Communication  research | Newsome, B.O. (2016). Research  Ethics and Laws. *An*  *Introduction to Research,*  *Analysis, and Writing: Practical*  *Skills for Social Science Students*  (pp. 84-111)*.* USA: SAGE  Publications, Inc.  Stewart, T. (2002). Research  Ethics. *Principles of Research in*  *Communication* (pp. 61-69).  Boston: Allyn & Bacon. |  |
| **4** | V. The process of  preparing  an Organizational  Communication  research proposal  A. Drafting the  introduction  of the research  proposal  1. Background of the  study  2. Statement of the  problem and  objectives  3. Academic  significance  4. Social significance  5. Scope and  limitations of the  study | Walliman, N. (2001).Preparing  the Research Proposal and  Starting to Write. *Your*  *Research Project: a step-by-*  *step guide for the first-time*  *researcher* (pp. 277-309). | Worksheet 1b: Writing the introduction of the research proposal  Deadline: September 27, 2024 |
| **5** | B. Writing the literature  review  1. Purposes of a  literature review  2. Structure of a  literature review  3. Systematic  literature review | Ridley, D. (2012). *The Literature*  *Review: A Step-by-Step Guide*  *for Students* (2nd ed.). London:  SAGE Publications Inc. | Worksheet 2: Writing the literature review of the research proposal  Deadline: October 11, 2024 |
| **6** | C. Structuring the  research framework  1. Theoretical  framework  2. Conceptual  framework  3. Operational  framework | Imenda, S. (2014). Is There a  Conceptual Difference  between Theoretical and  Conceptual Frameworks?  *Journal of Social Sciences,*  *38*(2), pp. 185-195.  [https://doi.org/10.1080/ 09718923.2014.11893249](https://doi.org/10.1080/09718923.2014.11893249) | Worksheet 3: Writing the theoretical/conceptual/operational framework(s) of the research proposal  Deadline: October 25, 2024 |
| **7** | D. Developing a research  methodology  1. Philosophical  assumptions  2. Research design  3. Role of the  researcher  4. Study setting and  population  5. Sampling  technique  6. Instrumentation  7. Data collection  technique  8. Data analysis and  procedures  9. Ethical  considerations |  | Worksheet 4: Writing the research methodology of the research proposal  Deadline: November 15, 2024 |
| **9** | VI. Consolidating the parts  of the research  proposal  and writing the abstract |  | Worksheet 5: Abstract and  Draft of the research proposal  Deadline: November 19, 2024 |
|  | VII. Writing the final version  of the proposal |  | Final draft of the research proposal  Deadline: December 6, 2024 |
| **14** | VIII. Assessment and  feedback on the final  draft of the proposal |  |  |
| **15** | IX. Feedback on the final  draft  Last meeting  **PROCESSING OF THE UPM REB APPLICATION** |  |  |

**COURSE REQUIREMENTS**:

|  |  |
| --- | --- |
| Worksheets | 60 % |
| Draft of the research proposal | 20 % |
| Research proposal | 20 % |
|  | 100 % |

**GENERAL HOUSE RULES**

The course would be conducted using synchronous and asynchronous approaches. The synchronous activities are scheduled as indicated in this course guide or as agreed upon by the class during the first onsite session. The set deadlines for the requirements are indicated in the class calendar. Do not hesitate to make your concerns known to me in the course of the semester.