ORCOM 199

Organizational Communication Research

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COURSE GUIDE

COURSE DESCRIPTION

This course focuses on the nature, principles, development, and problems of organizational communication research in the Philippine setting.

COURSE LEARNING OUTCOMES

After completing this course, you should be able to:
1. Describe the nature of the research process in general and as applied to organizational communication in particular;
2. Analyze the various approaches and techniques in research;
3. Examine the advantages and limitations of the various approaches and techniques in conducting research;
4. Contextualize trends in organizational communication research within the development of organizational communication in the Philippines;
5. Apply the principles of ethics in research; and
6. Create a research proposal.

COURSE OUTLINE

I. Nature of research
    A. Characteristics of scholarly research
    B. Types of research
    C. Organizational communication research in the Philippine setting
II. Research ethics
III. The process of writing a research proposal
    A. Writing the introduction
        1. Background of the study
        2. Statement of the problem and objectives
        3. Significance of the study
    B. Writing the literature review
    C. Constructing study framework
        1. Theoretical framework

2. Conceptual framework
3. Operational framework
4. Operational definition of terms
5. Statement of hypotheses
D. Writing the research methodology
   1. Research design and methods
   2. Concepts and indicators
   3. Research instrument
   4. Units of analysis and sampling
   5. Data gathering
   6. Data analysis
   7. Scope and limitations
   8. Ethical considerations

MODE OF DELIVERY

1. **Course Site**

   As a student enrolled in this course, you will be expected to do some independent studying of the reading materials uploaded to the course site.

   To access the course site, go to https://vle.upm.edu.ph/.
   Course name: OrCom 199 – Morada
   Enrolment key: 1s2425-orcom199

2. **Synchronous Learning**

   Face-to-face sessions will be held on Tuesdays, but additional FtF meetings may be scheduled on Fridays as needed. Make sure to keep updated on any class announcements.

3. **Asynchronous Learning**

   Some class meetings will be dedicated to students learning the topics independently through reading and writing the required outputs.

4. **Communication Plan**
   - Email/Google Chat. You may reach me at mbmorada@up.edu.ph. I will reply to your email/chat in 1-2 business days unless I have internet issues. Please refrain from sending your messages outside of working hours.
   - Google Space. Urgent messages/announcements will be communicated to you through this chat group.

As a courtesy, please refrain from sending your messages outside of working hours and from sending the same message using different channels.

5. **Submissions**
The assignment guide contains the complete submission details. Your submission should be in PDF file format and should follow this file naming convention: SURNAME, Name – Activity name (e.g., MORADA, Caselyn – Introduction Draft 1).

Please make sure to follow the specific instructions for each activity.

COURSE MATERIALS

The following materials are used in this course:

1. **Course Guide.** This provides you with some important information on the major aspects of the course.

2. **Assignment Guides.** These explain the requirements you need to fulfill in this course.

3. **Learning Resources.** These are the materials that will help you complete the activities and requirements in this course.

STUDY SCHEDULE

Week	Module/ Topic	Learning Resources	Learning Tasks
	Course Orientation		
2	I. **Nature of research** A. Characteristics of scholarly research B. Types of research C. Organizational communication research in the Philippine setting	Introduction to Communication Research (Keyton, 2023) Research: A Way of Thinking (Kumar, 2011) Paradigms of Knowing in Communication Research (Baxter & Babbie, 2004)	

		Trends in Organizational Communication Research (Krone, 2005) Organizational Communication: Prelude and Prospects (Tompkins & Wanca-Thibault, 2001)	
3	**II. Research ethics**	Research Ethics (Keyton, 2023) Research Ethics (Wimmer & Dominick, 2011)	
4-5	**III. The process of writing a research proposal** A. Writing the introduction 　1. Background of the study 　2. Statement of the problem and objectives 　3. Significance of the study	The Research Process: Getting Started (Keyton, 2023) Formulating a Research Problem (Kumar, 2011)	Present possible topics Write the Introduction (Draft 1)
6-7	B. Writing the literature review	The Research Process: Getting Started (Keyton, 2015) Reviewing the Literature (Kumar, 2011)	Construct RRL Notes and Outline RRL (Draft 1)
8	READING/WRITING BREAK		
9-10	C. Constructing study framework 　1. Theoretical framework	The Research Process: Getting Started (Keyton, 2023)	Present proposed Study Framework

	2. Conceptual framework 3. Operational framework 4. Operational definition of terms 5. Statement of hypotheses	The Use of Theory (Creswell & Creswell, 2018)	Write the Study Framework (Draft 1)
11	WELLNESS BREAK (OCTOBER 28-31)		
12-13	D. Writing the research methodology 1. Research design and methods 2. Concepts and indicators 3. Research instrument 4. Units of analysis and sampling 5. Data gathering 6. Data analysis 7. Scope and limitations 8. Ethical considerations	The Research Design (Kumar, 2011) Selecting a Study Design (Kumar, 2011) Selecting a Method of Data Collection (Kumar, 2011) Selecting a Sample (Kumar, 2011)	Write the Methodology (Draft 1)
14-16	Write the Final Research Proposal		

COURSE REQUIREMENTS

Introduction (Draft 1)	15%
Topic Proposal	5%
Review of Related Literature (Draft 1)	15%
RRL Outline and Notes	5%
Study Framework (Draft 1)	15%
Framework Presentation	5%
Methodology (Draft 1)	15%
Final Research Proposal	25%
TOTAL	**100%**

CLASS POLICIES

1. **Attendance**
   While attendance will not be part of the grading, your presence in our FtF sessions is highly encouraged.

2. **Plagiarism**
   Any form of plagiarism and academic dishonesty will not be tolerated and will have serious consequences. Students found guilty of plagiarism in a minor requirement will receive a grade of 5.0 for the said requirement. If found guilty of plagiarism for a second time, the student will get a grade of 5.0 for the course. Students who plagiarize major papers will automatically get a grade of 5.0 for the course. In addition, a case may be filed against the student in the Student Disciplinary Tribunal.

   Given the rising prevalence of AI tools among students, it is essential to establish integrity in academic submissions. Please note that using AI tools to assist in **minor** aspects of your assignment such as proofreading may be permitted. However, relying on AI to produce the majority or entirety of your assignment undermines the academic process, and thus will be considered academic dishonesty. Always prioritize genuine understanding and originality in your work.

   All your outputs will go through Turnitin.

3. **Deadlines**
   The class will always be welcome to negotiate and appeal for deadline extensions, provided that these requests are justified and within reason. Once deadlines are finalized, a deduction of 1 point for each day (up to 10 days) of late submission will be imposed. If the

submission is more than 10 days late, you will automatically receive a grade of 0 for the activity. This is to ensure fairness in grading. However, final requirements should be submitted on time.

4. **Paper Format**
Observe the following format when writing: Times New Roman, 12, 2.0 spacing, 1-inch margin, APA citation format

Use the paper header format for all submissions (can be found on the course site) except for the final output, which will be formatted as a thesis proposal.

REFERENCES

Baxter, L.A. & Babbie, E.R. (2003). *The basics of communication research*. Wadsworth Publishing.

Creswell, J.W., & Creswell, J.D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications, Inc.

Keyton, J. (2023). *Communication research: Asking questions, finding answers* (6th ed.). McGraw-Hill Education.

Krone, K. J. (2005). Trends in organizational communication research: Sustaining the discipline, sustaining ourselves. *Communication Studies*, *56*(1), 95–105. https://doi.org/10.1080/0008957042000332269

Kumar, R. (2011). *Research methodology: A step-by-step guide for beginners* (3rd ed.). SAGE Publications Inc.

Tompkins, P. & Wanca-Thibault, M. (2001). Organizational communication: Prelude and prospects. In Jablin, F. & Putnam, L., (Eds.), *The new handbook of organizational communication: Advances in theory research and methods*. SAGE Publications, Inc.

Wimmer, R. & Dominick, J. (2011). *Mass media research: An introduction* (9th ed.). Wadsworth, Cengage Learning.