

RESEARCH PROJECT

DESCRIPTION OF THE COURSE, WRITING GUIDELINES & PROPOSAL FORMAT

DCC 153 – RESEARCH PROJECT

Purpose of the Course

The purpose of this course is to allow third students to select a particular subject in their area of specialization to carry out independent study on .Specific subtopics are worked out in agreement with faculty advisor.

Course Learning Outcomes

By the end of this course the student should be able to:

- i. Write a research proposal.
- ii. Carry out a research project in a specific area of study.
- iii. Demonstrate advanced understanding in their specialty areas.

Course Description

An aspect of their area of specialization to carry out an independent study. The paper must objectives of the study, research problem of data collections, findings; conclusions and recommendations

Teaching Methodology

Lecture, Discussion, Presentation, Field Work

Instructional Material/Equipment

Whiteboard, computers, software and Internet

Course Assessment

Research Proposal	50%
Research Project	50%
Total	100%

Course Textbooks

1. Kumar, R. (2011). *Research methodology; A step-by-step guide for beginners*. 3rd Ed. London: Sage.
2. Rubin, R. (2009). *Communication research and strategies*. London: Wardsworth.
3. Mugenda, O. & Mugenda, A. (2005). *Research methods: Quantitative and qualitative approaches*. 2nd Ed. Nairobi: Acts Press

Course Reference Materials

4. Patton, M. Q. (2006). *Qualitative research and evaluation methods*. 3rd ed. Thousand Oaks, CA: Sage
5. Berger, A. A. (2005). *Mass media and communication research: An introduction to qualitative and quantitative approaches*. New York: Sage.
6. Wimmer, R. D. & Dominick, J. R. (2008). *Mass media research: An introduction*. 8th Ed. Belmont CA: Wadsworth

Writing Guidelines

- APA Style of Citation and Referencing should be applied in writing the research proposal and the research project.
- The work must be free from mechanical errors – e.g. typing errors, unnecessary spacings, etc.
- Font and Font Type
 - All the document should be written using: -
 - Times New Roman font type
 - Font Size – 12
 - Spacing - double spaced (**except COVER PAGE & ABSTRACT which is single spaced**)
 - The alignment of the whole document is JUSTIFIED except cover page which its contents are center aligned.
- Pagination: the preliminary pages should have different pagination from the main text body. **There is no page number on the cover page.**
 - All preliminary pages should be numbered in small roman numerals (i, ii, iii, iv, etc.).

- The main text body onwards including chapter pages, references and appendices should be numbered in consecutive order in Arabic numerals (e.g. 1, 2, 3, 4 etc.).
- The page numbers should be at the bottom of the page and centered.
- The chapters should be written in words e.g. CHAPTER ONE
- Chapters four and five will be discussed within the proposal format.

NB: WORK PLAN WILL BE DISCUSSED DURING CLASS LECTURES.