

Communication Research



Communication Research

A Course Pack for
Bachelor of Science in Development
Communication Students

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PREFACE

This learning material was developed for DEVC 607: Communication Research to help students understand the research process step by step. Communication research may seem difficult because it involves many decisions, technical terms, and careful procedures. For this reason, the lessons explain important ideas in simple language and connect them with real communication situations involving people, media, organizations, and communities.

The four modules guide learners through the complete research journey. The first module introduces the foundations and ethics of communication research and explains how to develop a research problem, questions, objectives, and frameworks. The second module focuses on research designs, sampling, instruments, and ethical data collection. The third module discusses data management, analysis, interpretation, and presentation of findings, while the fourth guides students in writing, presenting, and sharing their research.

Each lesson includes learning activities, questions for analysis, discussions, and assessments that encourage active participation. These tasks are designed not only to help students remember concepts but also to develop critical thinking, honesty, responsibility, and respect for research participants. Learners are encouraged to examine evidence carefully and make sure that their research questions, methods, findings, and conclusions are properly connected.

It is hoped that this material will help students become more confident and responsible communication researchers. Research is more than an academic requirement; it is a useful way of understanding communication problems and developing informed solutions. May this module serve as a practical companion as students create research that is meaningful, ethical, and valuable to society.

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