

**Instructor**

Dr. Ronen Shay

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Office Location: William A. Fay Building, Room 209

Office Hours: Mondays & Wednesdays 10am - 11am, Fridays 2:30pm – 4:30pm, or by appointment

**Meetings**

COMM 445-01 meets on M 2:30pm – 5:35pm:

Pioch Hall, Room 117

**Website**

Check our Blackboard site via mySJFC regularly for course materials and announcements.

<https://cas.sjfc.edu/>

**Course Description:**

Welcome to the FRAME Lab! (Fisher Research and Media Experience Lab). In this course students will be divided into two research teams, each tasked with conceptualizing, executing, and reporting on a semester-long primary research initiative in media management. The goal of this course is for students to apply all that they have learned in the Media Management major to create original scholarly research that achieves conference presentation or publication level quality.

**Required Texts**

Although there are no required texts to participate in COMM 445, students will be expected to regularly review academic publications related to their topic of research.

**Course Goals:**

- Students will collaboratively produce an original academic manuscript that achieves conference presentation or publication level quality.
- Students will submit their collaboratively produced academic manuscript to a paper competition at a nationally recognized mass communication conference.
- Students will prepare their collaboratively produced academic manuscript for publication in a peer-reviewed academic journal.
- Students will learn how to present their collaboratively produced manuscript in multiple formats including, research panel, interactive plenary, and poster session.
- Students will understand the IRB process, and execute their research in a fashion that protects the rights of all human participants.

### Description of an Academic Manuscript:

The general structure for an academic paper is:

- The first page is the cover sheet.
- The second page is an abstract of no more than 100 words.
- **Step 1** begins on the third page: the introduction of two to three pages. It should:
  - o Identify the problem to be solved or issue to be addressed
  - o Have a sentence that begins, “The purpose of this study is to ...”
  - o Explain how this paper would advance academic knowledge through an original contribution and answers the “so what” question for why the paper matters
  - o Identify a theoretical base, if one applies
- **Step 2** is a literature review of 4 to 5 pages that situates the study in related academic studies and lead logically to hypotheses or research questions.
- After the literature review and hypotheses/research questions comes **step 3**: the methods section of 2 to 5 pages.
- **Step 4** is the finding sections, where data are reported in about 5 to 10 pages.
- **Step 5** is the discussion/conclusions section. This is where the paper for 2 to 3 pages:
  - o Summarizes and explains the primary findings and how the study advances academic knowledge.
  - o Identifies the study’s limitations.
  - o Suggests future studies.

**Academic Integrity:** All students, regardless of level or school, are responsible for following the St. John Fisher College Academic Integrity Policy in addition to any other individual school’s or program’s academic expectations and/or professional standards. Every student is expected to demonstrate academic integrity in all academic pursuits at all times. If a student suspects that another student has violated the Academic Integrity Policy, he or she should contact the instructor for that course and provide support for that suspicion. Any finding of responsibility and associated sanctions for a violation of the Academic Integrity Policy is retained per the College records policy.

All students are expected to be familiar with the details of the Academic Honesty Policy (available via <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/integrity.dot>). The policy specifies a number of behaviors (including cheating and plagiarism), that are in violation of this code and the possible sanctions (including failure of the entire course). Ultimately, you are responsible for completing your own work and ensuring you produce original research and writing, both when working individually and as a team. It is your responsibility to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor.

**Attendance:** Students should understand that class attendance will be taken into consideration in achieving a satisfactory grade. Producing an original manuscript encompasses a lot of interactive concepts, and so much of what can be learned is a direct result of attending our weekly meetings, participating in group research responsibilities, and your involvement in any discussion that should arise.

Should you accrue more than 3 absences at any point in the semester (i.e., 4 or more), you will receive an FA (failure due to excessive absence). Students should understand that absences 1-3 will still be taken into consideration in determining your final grade. Having a legitimate reason for being absent does not permit you to exceed 3 absences.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with the St. John Fisher College Attendance Policy that can be found at: <http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/courses/attendance.dot>

**College Policy Concerning Students with Disabilities:** In compliance with St. John Fisher College policy and applicable laws, appropriate academic accommodations are available to students with disabilities. All requests for accommodations must be supported by appropriate documentation/diagnosis and determined reasonable by St. John Fisher College. Students with documented disabilities (physical, learning, psychological) who may need academic accommodations are advised to refer to the Disability Services website <http://home.sjfc.edu/AcademicAffairs/Disabilities/DisabilityOverview.asp> Questions should be directed to the Coordinator of Disability Services in the Disability Services Office and Test Center, Kearny 300. Late notification will delay requested accommodations.

**College Policy toward Research of Human Subjects:** Learning about the research process includes learning about the protection of the rights of human subjects (participants). Students in courses which include the collection of data from human subjects must comply with Institutional Review Board policies and procedures which protect the rights of human subjects. This protection includes informed consent, as well as measures to promote the confidentiality of the data which is collected. Students involved with course related data collection should speak with course faculty to learn about Institutional Review Board policies relevant to the course project. Copies of the St. John Fisher Institutional Review Board Policies and Procedures are available in the Office of Academic Affairs, in the Kearney Building room 202, or on the IRB web page at <http://home.sjfc.edu/institutionalreviewboard>.

**Course Evaluations:** Students are expected to provide feedback on the quality of instruction received by completing online evaluations as per the Online Course Evaluation Process located at <http://www.sjfc.edu/campus-services/ed-tech/online/evaluation.dot>. Evaluations are typically opened at the end of the term, and students will be made aware of the specific times in which



they can be completed. Results will only be made available to faculty members, department chairs, the dean, and the provost after final grades have been submitted.

**Grading:**

Satisfactory "S"  
Unsatisfactory "U"

This course is graded S/U, meaning or Satisfactory/Unsatisfactory.  
From the St. John Fisher College course catalog:

*Credit is earned only by the grade of "S," which is given for work equivalent to a "C" or higher. A grade of "U" is given for work which merits a grade below "C" and no credit is earned. Neither the "S" nor the "U" grade is included in the calculation of the grade point average.*

REQUIREMENTS TO EARN A SATISFACTORY GRADE
ATTENDANCE AT WEEKLY MEETING
COMPLETION OF WORK BY THE DATE SPECIFIED
COOPERATION AND COLLABORATION WITH GROUP OUTSIDE OF CLASS
COMPLETE 20 HOURS WORTH OF WORK OUTSIDE OF MEETINGS
NO REASSIGNED WORK

Grading is consistent with the St. John Fisher College grading policies that can be found at:  
<http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/grading/>

**Completion of 20 Hours of Work Outside of Lab:** You are required to track and complete at least 20 hours worth of work outside of weekly meetings (over the course of the semester). It is the responsibility of each individual student to track their own hours and document the work they completed (i.e., each log entry should include the date, amount of time worked, and 2-3 bullet points summarizing what was completed). A student's work log is subject to review by the professor at any point during the semester, and work log reviews will be taken into consideration when determining a student's eligibility for a satisfactory grade in the class.



**Health, Wellness, Safety and Security:** The Health and Wellness Center provides medical, mental health services, and wellness education to students.

Contact information for the Health and Wellness Center:

<http://www.sjfc.edu/campus-services/wellness/about/>

(585) 385-8280

[healthcenter@sjfc.edu](mailto:healthcenter@sjfc.edu)

The Safety and Security Department operates 24 hours a day and 365 days a year with the goal to provide a safe and secure environment for students, faculty, staff, and visitors to live, work and study.

Contact information for the Safety and Security Department:

<http://www.sjfc.edu/campus-services/safety/>

Non-emergency number: (585) 385-8025

Emergency number: (585) 385-8111

**Late Work:** Assigned work is due at the beginning of class on the date specified. Late submissions will be accepted within 24 hours of the end of the class period in which the work is due. Students should understand that late submissions will still be taken into consideration in determining your final grade. Work not submitted within this 24-hour period can be reassigned to other students. Should a student's work be reassigned they risk receiving a grade of U (unsatisfactory).

Requirements for attendance, assigned responsibilities, and other work are consistent with the St. John Fisher College Attendance Policy that can be found at:

<http://catalog.sjfc.edu/undergraduate/2016-2017/academic-information/courses/attendance.dot>

**Meeting Content:** I will not repeat material missed by absent students. It is the responsibility of the students who fail to attend the weekly meeting to get notes from their classmates and professor. Such second-hand exposure seldom provides a fully satisfactory substitute for attendance. Missing our weekly meeting will not serve as an excuse for failing to submit assigned work on time.

**Syllabus Changes:** The instructor reserves the right to alter the syllabus or lab schedule as the need arises.

**Tips for Creating an Amazing Manuscript:**

- Review and address feedback carefully
- Focus on quality, not just completion
- Ask questions
- Cite your work
- Come to every meeting
- Read before writing
- Participate

**COMM 445 Tentative Schedule**

<b>WEEK</b>	<b>Topic</b>	<b>Tentative Deadlines</b>
Week 1 Jan. 15	- Research Team Formation - Topic Selection - Literature Chart	
Week 2 Jan. 22	- RQ/Hypothesis Finalization - Research Method & Sample Selection - Initial Research Instrument Development	Literature Chart RQ/Hypothesis
Week 3 Jan. 29	- Finalize Research Instrument for IRB - IRB paperwork - Introduction	Research Instrument CITI Certification
Week 4 Feb. 5	- Literature Review - Theoretical Framework - Introduction Revisions	Introduction
Week 5 Feb. 12	- Data Analysis Procedures - Methodology - Literature Review Revisions	Literature Review
Week 6 Feb. 19	- Tentative Launch of Data Collection - Statistical Procedures - Methodology Revisions	Methodology
Week 7 Feb. 26	- Tentative Closure of Data Collection - Data Analysis - Findings	
<b>SPRING BREAK</b>		
Week 8 Mar. 12	- Discussion/ Conclusion - Initial AEJMC preparations - Findings Revisions	Findings
Week 9 Mar. 19	- Final Manuscript Adjustments - Discussion/Conclusion Revisions	Discussion/Conclusion
Week 10 Mar. 26	- Submission to AEJMC	AEJMC Deadline Sun. Apr. 1 <sup>st</sup>
Week 11 Apr. 2	- How to give a research presentation - Research presentation preparation - Delivery of presentations	

**Advanced Research in Media Management - COMM 445-01**  
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	- Preparation for St. John Fisher College Student Scholarship and Creative Work Symposium	
Week 12 Apr. 9	- How to make a research poster - Research poster preparation - Sharing of research poster - Preparation for St. John Fisher College Student Scholarship and Creative Work Symposium	
Week 13 Apr. 16	- Research Presentation - Poster Presentation - Preparation for St. John Fisher College Student Scholarship and Creative Work Symposium - Interactive Plenary Presentations - Graduate School Options	Research Presentation  Research Poster  St. John Fisher College Student Scholarship and Creative Work Symposium Fri. Apr. 20 <sup>th</sup>
Week 14 Apr. 23	- Journal Publication Selection - Publication Process - Preparation of Materials	Journal Selection  Cover Letter  Bio
Exam Week  COMM445-01 Mon. April 30 <sup>th</sup> 3pm-5:30pm	- Wrap Party	