

I. Thông tin chung

Học phần: Nghiên cứu truyền thông	Số tín chỉ: 2
Mã học phần: 7PR0420	Mã nhóm lớp học phần: 231_7PR0420_01
Thời gian làm bài:	Hình thức thi: Dự án
SV được tham khảo tài liệu:	Có <input checked="" type="checkbox"/> Không <input type="checkbox"/>
Giảng viên nộp đề thi, đáp án	Lần 1 <input checked="" type="checkbox"/> Lần 2 <input type="checkbox"/>

II. Các yêu cầu của đề thi nhằm đáp ứng CLO

(phần này phải phối hợp với thông tin từ đề cương chi tiết của học phần)

Ký hiệu CLO	Nội dung CLO	Hình thức đánh giá	Trọng số CLO trong thành phần đánh giá (%)	Câu hỏi thi số	Điểm số tối đa	Lấy dữ liệu đo lường mức đạt PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Establish a research topic for a media research project by synthesising, analyzing information and data, and demonstrating knowledge and grasp of the major theories and important concepts pertinent to the field of communication research.	- Dự án nghiên cứu	20	1	2	PLO2.1
CLO2	Validate theories and methods of media and communication research in conducting research projects.	- Dự án nghiên cứu	20	1	2	PLO3.3
CLO3	Apply critical thinking to analyse and evaluate problems to implement media research projects.	- Dự án nghiên cứu	20	1	2	PLO 6.2
CLO4	Formulate research questions and proposals appropriate to investigate, survey, research to solve problems, and to find effective communication solutions to achieve set goals.	- Dự án nghiên cứu	20	1	2	PLO 9.2
CLO5	Conduct media and communication activities ethically and within the parameters of 'regulated self-regulation'	- Bài tập nhỏ Literature Review - Dự án nghiên cứu	20	1	2	PLO 10.2

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II. Nội dung đề bài

1. Đề bài

Each group (maximum three students/group) is asked to conduct and write a communication research project.

The project examines a particular aspect of communication within a specific context to review how communication theory has been used in previous scholarly studies, and then to design and carry out your original research study.

Each group must write a 20–25-page research report (maximum 8,000 words).

2. Hướng dẫn thể thức trình bày đề bài

The format of the research paper is as follows:

1. Introduction
2. Literature Review
3. Research question(s) or Hypotheses and Methods
This part of the research project report will identify the research questions and/or research hypotheses as well as the methodological design of the study (subjects, variables, measurement, and detailed procedures). You will provide precise information about the sampling and subjects as well as specific details of the exact procedures which will be followed.
4. Results
This part of the research project report will present the complete statistical/descriptive results of your study. Actual data (e.g., field notes, surveys, videotape, audiotape, etc.), as well as all SPSS statistical output should be included as part of the appendices. While the results may be relatively short (depending on the specific methodology employed), they must be written using appropriate language, rules, and social science customs.
5. Discussion
This part of the project will consist of an insightful discussion of your results as well as implications for future research. You should interpret the meaning of the findings as they relate to theory, previous research, and expectations. In addition, you should identify limitations of the research due to internal as well as external validity threats.
6. References
7. Appendix (if any)

The report will include an APA reference list as well as an Appendix that will include complete measurement instruments (demographic questions, survey, scales, qualitative codebook, interview questions, etc.) and the SPSS analysis from the results.

TP. Hồ Chí Minh, ngày 18 tháng 11 năm 2023

Người duyệt đề



TS. Lý Lê Trường Minh

Giảng viên ra đề



TS. Lê Viết Thọ

Criteria	Weight (%)	Expert (9-10)	Proficient (7-8)	Apprentice (5-6)	Novice (1-4)
Introduction [Introductory paragraph(s), literature review, hypotheses or propositions]	10%	Clearly identifies and discusses research focus/purpose of research Research focus is clearly grounded in previous research/theoretically relevant literature Significance of the research is clearly identified (how it adds to previous research) Hypotheses/propositions are clearly articulated	Limited discussion of research focus/purpose of research Research focus is less well-grounded in previous research/theoretically relevant literature Significance of the research is not as clearly identified (how it adds to previous research) Hypotheses/propositions are described but not as well articulated	Minimal discussion of research focus/purpose of research Research focus is not well-grounded in previous research/theoretically relevant literature Significance of the research is not clearly identified (how it adds to previous research) Hypotheses/propositions are not well articulated	Little or no discussion of research focus/purpose of research Research focus not grounded in previous research/theoretically relevant literature Significance of the research is not identified (how it adds to previous research) Hypotheses/propositions are poorly articulated or are absent altogether
Research Methods	20%	Provides accurate, thorough description of how the data was collected, what/how many data sources were analysed, plan of analysis or measurement instrument, research context Reflection on social situatedness/reflexivity and how it may influence data collection and interpretation is thorough and insightful	Description of how the data was collected, what/how many data sources were analysed, plan of analysis or measurement instrument, research context is adequate but limited. Reflection on social situatedness/reflexivity and how it may influence data collection and interpretation is adequate but limited	Description of how the data was collected, what/how many data sources were analysed, plan of analysis or measurement instrument, research context is somewhat confusing/not clearly articulated. Reflection on social situatedness/reflexivity and how it may influence data collection and interpretation is limited and lacks insight	Description of how the data was collected, what/how many data sources were analysed, plan of analysis or measurement instrument, research context is very confusing/not articulated sufficiently. Reflection on social situatedness/reflexivity and how it may influence data collection and interpretation is severely limited, lacks insight, or is absent altogether
Results	20%	Results are clearly explained in a comprehensive level of detail and are well-organised Tables/figures clearly and concisely convey the data. Statistical analyses (if used) are appropriate tests and are accurately interpreted.	Results are explained but not as clearly, level of detail is not as sufficient, and there are some organisational issues Tables/figures are not as clear/concise in conveying the data. Statistical analyses (if used) are appropriate tests but are not accurately interpreted.	Results are not very clearly explained, level of detail is insufficient, and there are more organisational issues Tables/figures are not clear/concise in conveying the data. Statistical analyses (if used) are inappropriate tests and/or are not accurately interpreted.	Results are not clearly explained, level of detail is severely insufficient, and there are serious organisational issues Tables/figures are not clear/concise in conveying the data. Statistical analyses (if used) are inappropriate tests and/or are not accurately interpreted.

Conclusions	10%	Interpretations/ analysis of results are thoughtful and insightful, are clearly informed by the study's results, and thoroughly address how they supported, refuted, and/or informed the hypotheses/ propositions Insightful discussion of how the study relates to and/or enhances the present scholarship in this area Suggestions for further research in this area are insightful and thoughtful	Interpretations/ analysis of results are sufficient but somewhat lacking in thoughtfulness and insight, are not as clearly informed by the study's results, and do not as thoroughly address how they supported, refuted, and/or informed the hypotheses/ proposition Discussion of how the study relates to and/or enhances the present scholarship in this area is adequate. Suggestions for further research in this area are adequate.	Interpretations/ analysis of results lacking in thoughtfulness and insight, are not clearly informed by the study's results, and do not adequately address how they supported, refuted, and/or informed the hypotheses/ propositions Discussion of how the study relates to and/or enhances the present scholarship in this area is limited Suggestions for further research in this area are very limited.	Interpretations/ analysis of results severely lacking in thoughtfulness and insight, are not informed by the study's results, and do not address how they supported, refuted, and/or informed the hypotheses/ propositions Discussion of how the study relates to and/or enhances the present scholarship in this area is severely limited and/or absent altogether. Suggestions for further research in this area are severely limited and/or absent altogether.
Documentation of Sources, Quality of Sources	10%	Cites all data obtained from other sources. APA citation style is accurately used in both text and bibliography. Sources are all scholarly and clearly relate to the research focus.	Cites most data obtained from other sources. APA citation style is used in both text and bibliography. Sources are primarily scholarly and relate to the research focus.	Cites some data obtained from other sources. Citation style is either inconsistent or incorrect. Sources are not primarily scholarly and relate to the research focus but somewhat tangentially.	Does not cite sources. Sources are disproportionately non-scholarly and do not clearly relate to the research focus.
Spelling & Grammar	10%	No spelling & grammar mistakes	Minimal spelling & grammar mistakes	Noticeable spelling and grammar mistakes	Excessive spelling and/or grammar mistakes
Manuscript Format	10%	Title page has proper APA 7th formatting Used correct headings & subheadings consistently	Title page approximates APA 7th formatting Used correct headings & subheadings almost consistently	Title page deviates a bit more from APA 7th formatting Headings & subheadings less consistent	Title page completely deviates from APA 7th formatting Headings and subheadings completely deviate from suggested formatting or are absent altogether