

## CO 260 : Communication Research & Methods

This course introduces students to the conceptual and methodological paradigms utilized in pursuing communication research. Operating primarily from a social science perspective, students will learn how to generate important research questions and hypotheses pertaining to human communication, how to design and carry out research projects, and how to do competent research within the communication discipline. Students are introduced to a variety of research paradigms as well as quantitative and qualitative approaches to communication research and the appropriate methodological approaches within each purview.

**Credits** 4.0