

**Project Graduation project, College of
Media and Marketing**

Prepared by Dr. Mahitab Elrafii

DGM 761

Lecture 1

Project Graduation project, College of Media and Marketing

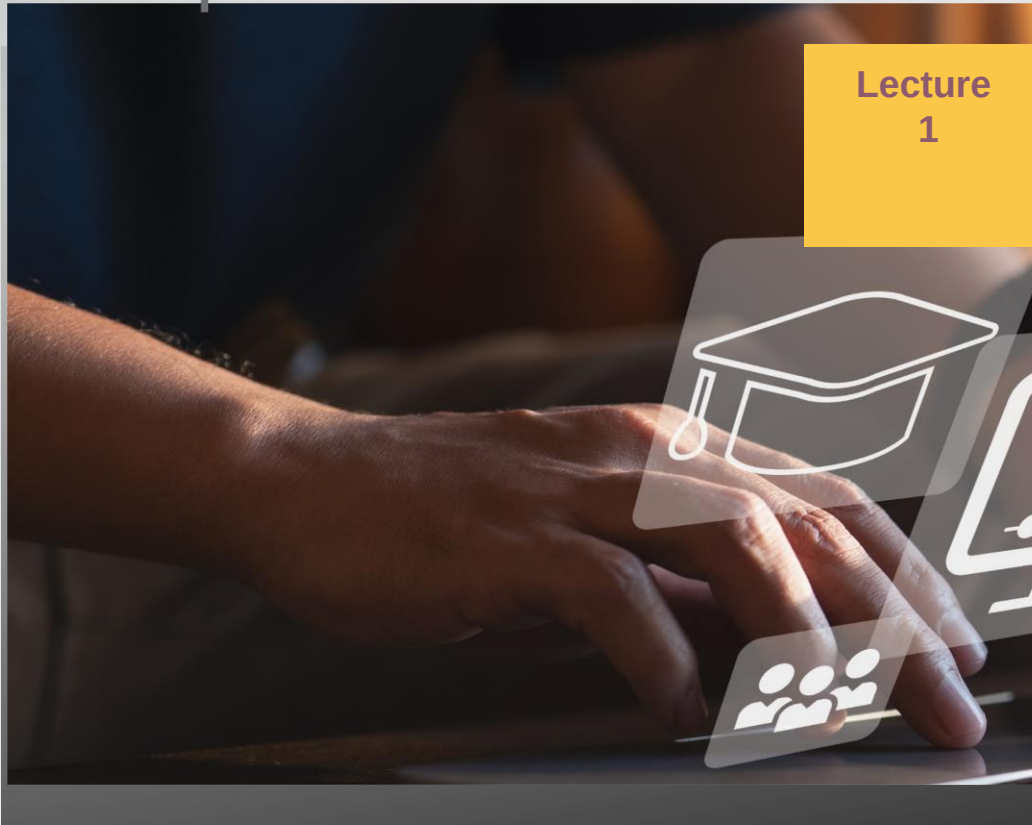
Lecture 1

DGM 761

Prepared by
Dr. Mahitab Elrafii

Lecture
1

Introduction



Topics offer us an occasion for writing and a focus that governs what we want to say. Topics represent the core subject matter of scholarly communication, and the means by which we arrive at other topics of conversations and discover new knowledge.



A topic is the main organizing principle guiding the analysis of your research paper.

Lecture 1

Contents:

- 1. How To Begin.**
- 2. Choosing a research topic.**
- 3. Research Title.**
- 4. Structure and Writing Style.**
- 5. How to Write a Research Proposal.**
- 6. Research schedule.**
- 7. Avoid these common mistakes .**

Step 1: Define the concepts and terms that make up the topic statement. For example, your professor wants the class to focus on the following research problem: “Employment of artificial intelligence applications in the production of media content and its relationship to its credibility with the audience.” or noun phrases, action verbs in task description.

Step 2: Review the relevant literature to help improve the way you will approach the focus of the topic and find a way to analyze it.

Conduct an initial review of the research literature using interdisciplinary library databases such as the subject-specific databases found here. Use the concept key terms you developed in Step 1 to retrieve related articles. This will help you refine and frame your research problem. Don't be surprised if you need to do this a few times before you finish how to approach writing on the topic.

Note: Always review the references cited by authors in the footnotes, endnotes, or bibliography to help locate additional research on this topic.

Step 3: Since research papers in the social sciences are generally designed to get you to develop your own ideas and arguments, look for sources that can help extend, modify, or strengthen your initial ideas and arguments.

Step 4: Assuming you've done an effective job of synthesizing and thinking about the results of our initial search for related literature, you're ready to prepare a detailed outline for your paper that lays the foundation for a more in-depth and focused review of relevant research literature.

Step 5: Under this scenario, the key process is turning an idea or general thought into a topic that can be cast as a research problem. When given an assignment where you choose the research topic, don't begin by thinking about what to write about, but rather, ask yourself the question, "What do I want to know?" Treat an open-ended assignment as an opportunity to learn about something that's new or exciting to you.

Step 6: To build upon your initial idea, use the suggestions under this tab to help narrow, broaden, or increase the timeliness of your idea so you can write it out as a research problem.

Choosing an interesting research topic is your first challenge. Here are some tips:

- Choose a topic that you are interested in! The research process is more relevant if you care about your topic.
- Narrow your topic to something manageable.
- If your topic is too broad, you will find too much information and not be able to focus.
- Background reading can help you choose and limit the scope of your topic.

- Review the guidelines on topic selection outlined in your assignment. Ask your professor or TA for suggestions.
- Refer to lecture notes and required texts to refresh your knowledge of the course and assignment.
- Talk about research ideas with a friend. S/he may be able to help focus your topic by discussing issues that didn't occur to you at first.

Think of the who, what, when, where and why questions:

- **WHY** did you choose the topic? What interests you about it? Do you have an opinion about the issues involved?
- **WHO** are the information providers on this topic? Who might publish information about it?

Who is affected by the topic? Do you know of organizations or institutions affiliated with the topic?

- **WHAT** are the major questions for this topic? Is there a debate about the topic? Are there a range of issues and viewpoints to consider?
- **WHERE** is your topic important: at the local, national, or international level? Are there specific places affected by the topic?
- **WHEN** is/was your topic important? Is it a current event or an historical issue? Do you want to compare your topic by time periods?

The title summarizes the main idea or ideas of your study. A good title contains the fewest possible words that adequately describe the contents and/or purpose of your research paper.

The title is without doubt the part of a paper that is read the most, and it is usually read first. If the title is too long it usually contains too many unnecessary words a title which is too short often uses words which are too general.

Structure and Writing Style::

The following parameters can be used to help you formulate a suitable research paper title:

- The purpose of the research.
- the type of the research.
- The methods used.

The initial aim of a title is to capture the reader's attention and to draw his or her attention to the research problem being investigated.

Effective titles in academic research papers have several characteristics::

1. Indicate accurately the subject and scope of the study.
2. Avoid using abbreviations.
3. Use words that create a positive impression and stimulate reader interest.

4. Use current nomenclature from the field of study.
5. Identify key variables, both dependent and independent.
6. May reveal how the paper will be organized.
7. Suggest a relationship between variables which supports the major hypothesis.
8. Is limited to 10 to 15 substantive words.

9. Titles are usually in the form of a phrase.

10. Use correct grammar and capitalization with all first words and last words capitalized, including the first word of a subtitle. All nouns, pronouns, verbs, adjectives, and adverbs that appear between the first and last words of the title are also capitalized in academic papers.

When writing a research title:

Make sure your research title describes (a) the topic, (b) the method, (c) the sample, and (d) the results of your study.

How to Write a Research Proposal::

A research proposal describes what you will achieve, why it is important, and how you will conduct your research.

The format of a research proposal varies across fields, but most proposals will contain at least these elements:

- Book title page.
- Introduction.
- Show literature.

- Show literature.
- Research design (research problem, objectives and importance, hypotheses, study sample and tools used in the research).
- List of references.

While the departments may differ, the overall goal is always the same. A research proposal serves as an outline and guide for your research plan, helping you get organized and feel confident in your chosen path to move forward.

Title page

Like your dissertation or thesis, the proposal will usually have a title page that includes:

- The proposed title of your project
- Your name
- Your supervisor's name
- Your institution and department

Introduction::

- The first part of your proposal is the initial pitch for your project. Make sure it succinctly explains what you want to do and why.
- Your introduction should:
- Introduce your topic
- Give necessary background and context
- Outline your problem statement and research questions

To guide your introduction, include information about:

- Who could have an interest in the topic (e.g., scientists, policymakers).
- How much is already known about the topic.
- What is missing from this current knowledge.
- What new insights your research will contribute.
- Why you believe this research is worth doing.

Literature review::

- As you get started, it's important to demonstrate that you're familiar with the most important research on your topic.
- A strong literature review shows your reader that your project has a solid foundation in existing knowledge or theory. It also shows that you're not simply repeating what other people have already done or said, but rather using existing research as a jumping-off point for your own.
- Examining the strengths and weaknesses of different approaches

Research design and methods::

- Following the literature review, restate your main objectives. This brings the focus back to your own project. Next, your research design or methodology section will describe your overall approach, and the practical steps you will take to answer your research questions.

Building a research proposal methodology::

- Research type
- Qualitative or quantitative?
- Original data collection or primary and secondary source analysis?
- Descriptive, correlational, or experimental research design?

Population and sample::

- Who or what will you study (e.g., high school students in ; local newspaper archives 1976-80)?
- How will you select your subjects (e.g., probability sampling, non-probability sampling)?
- When and where will you collect your data?

Research methods::

- What data collection tools and procedures will you use (e.g., surveys, interviews, observational studies, experiments)?
- Why?

Practicalities::

- How much time will you need?
- How will you gain access to your population?
- How will you address any obstacles you face?

Reference list::

Last but not least, your research proposal must include correct citations for every source you have used, compiled in a reference list. To create citations quickly and easily, you can use our free APA citation generator.

Research schedule::

A solid starter requires you to have a detailed project schedule and requires you to predict what you will do at each stage and how long it may take. Be sure to check your project requirements.

Example research schedule::

Research phase	Objectives
1. Background research and literature review	• Meet with supervisor for initial discussion • Read and analyze relevant literature • Use new knowledge to refine research questions • Develop a theoretical framework
2. Research design planning	• Design questionnaires • Identify channels for recruiting participants • Finalize sampling methods and data analysis methods

Example research schedule::

Research phase	Objectives
3. Data collection and preparation	• Recruit participants and send out questionnaires • Conduct semi-structured interviews with selected participants • Transcribe and code interviews • Clean data
2. Data analysis	• Statistically analyze survey data • Conduct thematic analysis of interview transcripts • Draft results and discussion chapters

Example research schedule::

Research phase	Objectives
5. Writing	• Complete a full thesis draft. • Meet with supervisor to discuss feedback and revisions.
6. Revision	• Complete 2nd draft based on feedback. • Get supervisor approval for final draft. • Proofread. • Print and bind final work. • Submit.

Avoid these common mistakes ::

- The proposal should clearly state what the study will focus on.
- Major research studies should be included. To understand the scope and growth of the problem, proposals must be based on significant studies.

- **Avoid these common mistakes** The proposal should clearly state what the study will focus on. Major research studies should be included. To understand the scope and growth of the problem, proposals must be based on significant studies. The proposal should focus on a few key research questions. Minor details should be noted. The research proposal should specify its purpose.
- **Typo, bad grammar,** or imprecise writing style. Although the research proposal outlines part of a larger project, it must comply with academic writing standards and guidelines.



Thank You