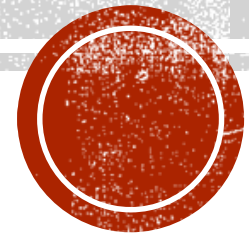


RESEARCH PRESENTATION

COMM 480 – Summer 2019



NOTE

- Prepare for powerpoint slides that can be taken up to 15 minutes based on the guidelines shown in the next slide (outline of presentation).
- Following your presentation, provide discussion questions (3 – 5 discussion questions) in the end of slides.
- Provide advertising examples that can provide the evidence of your hypotheses/research questions.
- This assignment is worth 50 points.
- Submit the powerpoint file to Discussion Board on Blackboard no later than 8/19 (M).
- No late presentation is accepted without a proof of official excuse.
- Since the final paper is due by 8/22 (Th), you should have at least a draft of your paper (more than an outline of the paper) when you submit this presentation file by 8/19 (M). As shown in the Research Proposal Guidelines, the outline of paper is the same as the outline of presentation except the Abstract section (a summary of the paper), which should be added into the paper at the final stage after the paper is completed.



OUTLINE OF PRESENTATION

- **Title Page**
 - The title of your proposal, your name, the course number, etc.
- **Introduction**
 - Background of the subject area (the topic of investigation)
 - The significance of the subject area (why is this topic important to investigate?)
 - The purpose of this study
- **Literature Review**
 - Review of the existing research on the topic
 - Theories adopted for this study
 - Definitions of variables (key terms) included in hypotheses and/or research questions
 - The rationale behind the hypothesized relationships between variables
 - The hypotheses or research questions to be addressed
- **Method**
 - Sample
 - Who will be in the study (survey & experiment) / What will be analyzed in the study (content analysis)
 - Measures
 - What variables will be measured
 - e.g., Likert scales to measure attitudes (survey & experiment) / Coding items to measure indirect communication styles (content analysis)
 - Procedure
 - What instruments/materials will be prepared prior to the study
 - e.g., Questionnaire (survey) / Ad stimuli and questionnaire (experiment) / Coding materials (Content analysis)
 - What will happen in the study
- **Discussion**
 - Theoretical and practical implications (how will this study advance new knowledge or new ways of understanding?)
 - Suggestions for future research
- **References (APA style)**

