

## COM 200 Chapter Twelve Worksheet

*The purpose of these worksheets is to provide brief application of the more important concepts in each chapter. You MUST read the entire chapter to be successful in the course! However, completing the chapter worksheets will prepare for you upcoming class activities and touch pad quizzes. You should have written responses to the questions offered ready to discuss with classmates and hand in if called upon. You can consult your worksheet when answering quiz questions.*

1. Put the following major sections of a quantitative report in the correct order:

Order	Section	Main Argument Made in This Section
<b>1</b>	<b>Introduction</b>	<b>convince the reader that the topic is important</b>
	Method Section	
	Results	
	Discussion	
	Literature Review	

2. (This is a critical thinking question, the answer is not directly in your textbook) Every section of the research report makes a direct or indirect argument. What implicit argument is the author making in the methods section? In other words, what decision or conclusion is s/he helping the reader come to? Complete column three above similar to the example provided.

3. (This is a review question, the answer is not in your textbook) You are writing a literature review as part of a paper that will analyze Obama’s inaugural address. In your introductory paragraph to the review you state the following: “This review summarizes scholarship on the underlying challenges for all political address, then examines the unique challenges of the inaugural address and concludes with the limited by insightful scholarship on Obama’s rhetorical choices.” Which way of organizing a literature review best describes this statement? For example “chronological” “cause-effect” etc. \_\_\_\_\_

4. Which title option should you choose from the options below given the advice of our texts (Optional text will make this question EASY!)?

- A. Research Project One: In Depth Interview
- B. Research Project One: A Qualitative Analysis of The Impact of Alien Abduction on Communication in Everyday Life
- C. “People just don’t get it”: Communicating About Alien Abduction

5. Which types of research dissemination products (Exhibit 12.2) will you likely create as a COM major at UNCW? Pick the top TWO in your opinion. \_\_\_\_\_

6. On page 200-201, our text discusses the ethics of style. If Katie and Mark use elevated literary style and excessive adjectives to attempt to “fill the page” or make their findings seem amazing so they can get an A on a paper, which of the three goals listed at the end of that section are they violating? \_\_\_\_\_

7. Your book discusses two basic approaches to the writing process. One could be summarized as “writing as transcription” and the other is “writing as clarification.” Which type of writing is most closely associated with qualitative research? \_\_\_\_\_

8. Based on the reading in this chapter, the presentation of data through graphs will also have ethical dimensions to the choices you make as a researcher. \_\_\_\_\_.