ACADEMIC WRITING GUIDELINES COM660

BACHELOR DEGREE (HONOURS)

FACULTY OF COMMUNICATION & MEDIA STUDIES
UNIVERSITI TEKNOLOGI MARA

DECEMBER 2012

CONTENTS

1.0 INTRODUCTION

The main objective of this Academic Writing Guidelines is to provide reference to students who are working on their COM660 Academic Writing report. Students must follow the specifications outlined here to ensure their completed report meets the academic standards as expected of a Bachelor degree.

With effect from March 2013, students of the Faculty of Communication & Media Studies (FKPM), UiTM are required to work on and complete their academic writing report while on internship. For practical reasons, they are advised to choose a title or a theme related to the organisations they are attached to. They may choose either one of the following research methods:

   i) Case study or
   ii) Analysis of Literature (Descriptive Meta-Analysis)

1.1 CASE STUDY

According to Gerring (2004), a case study is "an intensive study of a single unit for the purpose of understanding a large class of (similar) units." It can focus on an individual, a group of people, an organisation, an event, an issue or a campaign (advertising, public relations or marketing) (Weerakkody, 2011). Thomas (2011) went further by asserting that such study is "an analysis of events, decisions, policies, institutions, or other system."

Thomas shares the same opinion with Bromley (cited in Zucker, 2009) who defines a case study as a "systematic inquiry into an event or a set of related events which aims to describe and explain the phenomenon of interest". Based on these citations, a case study can be summed up as "an intensive study about an individual, an organisation, or a campaign conducted systematically and scientifically".

As communication majors, FKPM students are advised to focus on media and communication issues in relation to the respective organisations. For example, students can study campaigns, events or programmes initiated by the organisations. They may also study in-house policies which have direct implication on the communication industry. Once they have decided on

the topic or theme, students may proceed to choose either the quantitative or qualitative method for their case study. (Please refer to Wimmer and Dominick (2011) for further information on these methods).

1.1.1   The purpose of a case study

A case study is conducted to help a researcher understand the issues or problems faced by people at a workplace. For instance, the researcher may want to determine the reasons why events or campaigns by companies and organisations failed to meet their objectives. The findings from such studies can be used by organisers to address weaknesses and avoid further failures.

1.2   ANALYSIS OF LITERATURE (DESCRIPTIVE META-ANALYSIS)

Analysis of Literature or Descriptive Meta-analysis is a study which focuses on answering the research questions and achieving the research objectives by conducting thorough analyses of the findings from previous studies. This type of study is conducted by identifying, appraising, selecting, and synthesising all high quality research evidence relevant to the research questions.

1.2.1   Purpose of Analysis of Literature

This type of research aims at providing a comprehensive analysis of previous studies which are similar or related to the research questions of a current study. The first step in this method of study is to thoroughly search for relevant papers, articles, journals, books, and any other publications that would provide evidence, data, or information to answer the research questions in the new study. Data research will link students to a list of databases (example EBSCOHOST, PROQUEST, EMERALD, PSYINFO), articles, journals and books, etc.

In simple terms, Analysis of Literature or Descriptive Meta-Analysis depends on qualitative review of academic materials, which rely on specific standards for identifying, analysing, summarising, and reporting the evidences.

2.0 CHAPTERS AND CONTENTS

The following tables will guide students on how to write and present their report systematically in five chapters.

Chapters	Items
CHAPTER 1 INTRODUCTION	This chapter presents the introductory part of the study that highlights the following: 1.1 Background of the problem/issue 1.2 Problem statement 1.3 Research objectives and research questions 1.4 Conceptual framework and conceptual definition 1.5 Scope of the study 1.6 Significance of the study
CHAPTER 2 LITERATURE REVIEW	This chapter presents an overview of the previous studies significant to the research questions and research objectives. 1.1 Review of the previous studies related to current research objectives. 1.2 Discussion of concepts/variables employed in previous studies. ****Bear in mind that 'Review of Literature' and 'Analysis of Literature' are two difference concepts. In a study that employ analysis of literature methodology, analysis of literature is reported in Chapter 4 (DATA ANALYSIS AND FINDING); whereas Literature Review is reported in Chapter 2 (LITERATURE REVIEW). Both are reported in sequence according to the sequence of research objective and research questions.
CHAPTER 3 METHODOLOGY	This chapter presents the methodology employed in the study. 3.1 Research design – Research methodology, method of data collection; opinion survey, correlational survey, or textual analysis or in-depth interview or descriptive meta-analyses (analysis of literature). 3.2 Sampling technique. 3.3 Measurement /instrument. 3.4 Method of data analysis – SPSS or thematic analysis.
CHAPTER 4 DATA ANALYSIS AND FINDINGS	This chapter presents data analyses and findings according to research objectives and research questions. 4.1 Data analysis. 4.2 Findings (presented with the purpose to answer the research questions and to achieve the research objectives).
CHAPTER 5 DISCUSSION, CONCLUSION AND IMPLICATION-RECOMMENDATION	This chapter presents the summary of the study. 5.1 Summary/overview of the study 5.2 Discussion – presents the comparison between the findings of the present study and the previous studies. Give possible reasons for the similarities or differences. 5.3 Conclusion 5.4 Limitation 5.5 Recommendation for future studies
References	

3.0 WRITING FORMAT

The COM660 Academic Writing report format follows the American Psychological Association (APA) documentation system. Further information on the APA style can be retrieved from www.Apastyle.Org

3.1 LANGUAGE AND LENGTH OF WRITING

As a general guideline, an academic writing should be written in English and the length should be between 20 – 30 pages or 6,000 – 8,000 words EXCLUDING the reference and appendices.

3.2 TURNITIN SIMILARITY INDEX

Students are required to check for Turnitin Similarity Index of their completed Academic Writing Report using Turnitin software. Parallel to that, all students embarking on academic writing are made compulsory to register for the Turnitin through their appointed supervisors.

3.2.1   The Turnitin similarity index must not exceed 30% (UiTM's requirement) but must not be less than 5%. The supervisor must provide support to the student to help interpret the report and where required, offer advice on paraphrasing and citing sources in an attempt to help reduce the index to 30% and below.

3.2.2   The Turnitin similarity index result (only the front page that states the index score) is required to be submitted together with the completed Academic Writing Report and approved by their supervisor.

3.2.3   Any submission of the Academic Writing Report without the Turnitin similarity index score will not be accepted and the assessment will be considered as null and void.

3.3 PRESENTATION AND PRINTING

All final copies of the academic writing should be typed using computer software and printed on a laser printer.

3.4 TYPEFACE, FONT SIZE, PAPER AND PAGINATION LINE/ SPACING TYPEFACE/ FONT SIZE PAPER PAGINATION

LINE/SPACING	TYPEFACE/ FONT SIZE	PAPER	PAGINATION
• Double spacing between lines. • Single spacing for *quotation* longer than 3 lines in a block. • Single spacing for Bibliography.	• Times New Roman – size 12. or • Arial – size -11	• Type on one side of A4 paper.	• Preliminary pages (preceding chapter1) must be numbered in Roman numeral (i, ii,). • All other pages in the main text in Arabic numerals (1, 2, 3).

4.0 CONTENT OF ACADEMIC WRITING REPORT

An academic writing consists of three (3) major sections:
i)   Preliminary Pages,
ii) Main Text, and
iii) Ending Page

4.1 Preliminary Pages

i) The first page includes: (Refer to 9.1)
   a) Research Title
   b) Name
   c) Student ID
   d) Program
   e) Date
ii) Title Page (Refer to 9.2)
iii) Author's Declaration (Refer to 9.3)
iv) Abstract (Refer to 9.3)
v) Acknowledgement
vi) Table of Contents (Refer to 9.5)
vii) List of Table(s) and Figure(s)- if appropriate
viii) List of Appendices- if appropriate

4.2 Main Text (Refer to 2.0)

i)   Background of Study/Introduction
ii) Literature Review
iii)Methodology
iv)Data Analysis and Findings
v) Conclusion and Recommendation

4.3 Ending Page (refer to 2.0)
   i) References
   ii) Appendices

5.0 BINDING
   i) Academic writing maybe submitted in perfect binding in dark blue colour.
   ii) The following particulars should be provided on the writing cover (refer to 9.1):
      a) Research Title
      b) Name
      c) Student ID
      d) Programme
      e) Date

6.0 SUBMISSION OF AN ACADEMIC WRITING
   i) The academic writing should be submitted one (1) week after students have completed their internship.
   ii) Two copies (One hard copy and one soft copy).
   iii) Failure to submit a complete academic writing report on time will render student getting a 'TL' grade. An 'F' grade will be given for failure to submit a full report for the second time.

7.0 PLAGIARISM
Plagiarism is copying the work of another author without acknowledging or crediting the original source. Students who are found guilty of plagiarism will be given an "F" grade (refer to Academic Regulation – Revised 2010; pp 12 & 27, Section 2.22.3).

8.0 SAMPLE OF REFERENCES

8.1 Format for article in journal
Eyal, K & Kunkel, D. (2008). The effect of sex in television drama show on emerging adult sexual attitudes and moral judgment. Journal of Broadcasting Electronic Media, 52(2), 161-175.

8.2 Format for book

Flick, U. (2007). An Introduction to Qualitative Research. Thousand Oaks, CA: Sage.

8.3 Format for online newspaper article

Murali, R.S.N. (2007, May 17). 50 students attack teachers. The Star Online. Retrieved from http://www.thestar.com.my

8.4 Format for magazine

Henry, W.A., III. (1990, April 9). Making the grade in today's schools. Time, 135, 28-31.

8.5 Format for Conference paper

Mohammad, Y., & Mohd. Adnan, H. (2012). Factor Structure and Measurement Model of TV Violence Contextual Features Questionnaire. International Seminar: Forty Years of media and communication in Asia: Shah Alam : Asian Media Information and Communication (AMIC).

8.6 Format for Conference Proceedings

Zaridah Abdullah, Md. Salleh Hassan, Musa Abu Hassan, Narimah Ismail & Siti Zobidah Omar (2008). Pola komunikasi keluarga dan delinkuensi dalam kalangan remaja di Daerah Petaling. Proceedings cd-rom: Communication encounters across cultures. 7th Biennial Conference of the Pacific and Asian Communication Association, 10 – 12 January, 2009.

8.7 Format for Chapter in edited book

Md Salleh Hassan, Musa Abu Hassan, Siti Zobidah Omar, Nurani Kamaruddin, Arnida Ayu Che Mee & Zaridah Abdullah (2013). Family participatory communication in overcoming youth misconduct. In Sulaiman Md Yassin, Bahaman Abu Samah, Jeffrey Lawrence D'silva & Nurul Akhtar Kamarudin. Current Perspectives in agricultural and Community Development. Serdang: Institute for Social Studies, UPM.

9.

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(18 point)   --3cm--

Name (18 point)

Department (18 point)

UiTM 2012

5 cm

Universiti Teknologi MARA (18 point)

Research title (18 point)

Name (14 point & Bold)

Student ID (14 point & Bold)

Programme (18 point)

Month and Year (18 point)

5 cm

UNIVERSITI TEKNOLOGI MARA

TEENS VIEWING OF MALAY MOVIES:
A USES AND GRATIFICATION

ZARINA BINTI IBRAHIM
2009708970

Academic writing submitted in partial fulfilment of the requirements
For the degree of
Bachelor of Mass Communication (Hons) Broadcasting

Faculty of Communication and Media Studies

9.

December 2012

9.3 ABSTRACT

Abstract

It is believed that repeated exposure to real-life and to entertainment violence may alter cognitive, affective, and behavioural processes, possibly leading to desensitization. The goal of the present study was to determine if there are relationships between real-life and media violence exposure and desensitization as reflected in related characteristics. One hundred fifty fourth and fifth graders completed measures of real life violence exposure, media violence exposure, empathy, and attitudes towards violence. Regression analyses indicated that only exposure to video game violence was associated with (lower) empathy. Both video game and movie violence exposure were associated with stronger proviolence attitudes. The active nature of playing video games, intense engagement, and the tendency to be translated into fantasy play may explain negative impact, though causality was not investigated in the present design. The samples' relatively low exposure to real-life violence may have limited the identification of relationships. Although difficult to quantify, desensitization to violence should be further studied using related characteristics as in the present study. Individual differences and causal relationships should also be examined.

9.4 AUTHOR'S DECLARATION

AUTHOR'S DECLARATION

I declare that the work in this academic writing was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This writing has not been submitted to any other academic institution or non-academic institution for any other purposes.

In the event that my writing is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name   :   …………………………………………………..
Student ID: …………………………………………………..
Programme: …………………………………………………..
Faculty   :   ………………………………………………….
Title   :   ………………………………………………….
Signature: …………………………
Date   :   …………………………

9.5 TABLE OF CONTENTS

TABLE OF CONTENTS

9.6 RUBRIC/MARKING SCHEME

Chapter / Weightage	5 A to A+ 24-30/30	4 B+ to A- 20-23/30	3 B to B- 18-19/30	2 C to C+ 15-17/30	1 Failed 0-14/30	XX/30
A. PROPOSAL	**A brief description of the sections as follows:** **Introduction** •Title reflects the overall research. •Issue/problem studied is presented. •The problem statement shows the gap between the problem, and past research. •Research goals and objectives are stated. a)The research goals and objectives are relevant to the research problem. **A brief description of sections in this chapter as follows:** **Review of Literature** •Discuss past studies related to the research problem & objectives. •Discuss theories related to the main concepts that are being studied. •Summarise past studies related to the present study. •Provide a reference list in APA style/format and 30% current (3 years or less) **A brief description of sections in this chapter as follows:** **Methodology** •Research design chosen is appropriate with the research problem.	**Fulfilled most of the criteria. The criteria are well written.**	**Fulfilled part of the criteria. The criteria are satisfactorily written.**	**Fulfilled minimum of the criteria. The criteria are incomplete and imprecise.**	**Fail to fulfil all or most of the criteria. The criterion is imprecise and confusing.**	……/30

Weightage / Chapter	5	4	3	2	1		
	• Population and sample is stated and appropriate sampling technique chosen and defined • The research instrument is proposed • Data collection procedure is briefly explained • Data analysis technique is appropriate with the research questions.						
	5 A to A+ 24–30/30	**4** B+ to A- 20–23/30	**3** B to B- 18–19/30	**2** C to C+ 15–17/30	**1** **Failed** 0–14/30	XX/30	……/30
B. CHAPTER 1: INTRODUCTION	**Fulfilled all the following criteria:** • Title reflects the overall research. • Issue/problem studied is clearly presented. • The problem statement shows the gap between the problem, past research and those yet to be studied (with references). • Research goals and objectives are clearly stated. • The research goals and objectives are relevant to the research problem.	**Fulfilled 4 of the criteria.** The criteria are well written.	**Fulfilled 3 of the criteria.** The criteria are satisfactorily written.	**Fulfilled 2 of the criteria.** The criteria are incomplete and imprecise.	**The criterion is imprecise and confusing.**		

Weightage / Chapter	5	4	3	2	1		
	5 A to A+ 32–40/40	**4** B+ to A- 28–31/40	**3** B to B- 26–27/40	**2** C to C+ 20–25/40	**1** **Failed** 0–19/40	XX/40	……/40
C. CHAPTER 2 LITERATURE REVIEW	**Fulfilled all the following criteria:** • Critically discusses past research related to the research problem and objectives. • Able to link theories with the main concepts studied. • Able to summarise past research findings related to the present study. • Provide a reference list in APA style/format • References are relevant, sufficient and current.	**Fulfilled 4 of the criteria.** • The criteria are well-written. • References are relevant but not current.	**Fulfilled 3 of the criteria.** • Satisfactorily written criteria. • References are irrelevant • References are not current.	**Fulfilled 2 of the criteria.** • Writing is incomplete and inaccurate. • Writing is not critical (only reporting). • Outdated references.	**The fulfilled criterion is imprecise and confusing.** • Reference is outdated. • Reference list is not provided.		

Chapter / Weightage	5 A to A+ 24-30/30	4 B+ to A- 20-23/30	3 B to B- 18-19/30	2 C to C+ 15-17/30	1 Failed 0-14/30	XX/30
D. CHAPTER 3: METHODOLOGY	**Fulfilled the following criteria:** • Research design chosen is appropriate with the research problem. • Population sample and appropriate sampling technique clearly stated. • The research instrument is clearly defined. • Validity and reliability is shown. • Data collection procedure is explained. • Data analysis technique is appropriate with the research questions • Provide justification and defends the chosen decision with references.	**Fulfilled most criteria well.** Arguments substantiated with proofs or supported. Justification is accompanied by supporting proofs.	**Fulfilled most criteria satisfactorily.** Arguments not substantiated with proofs or supported.	**Some criteria are fulfilled but still imprecise.**	**Writing is confusing and imprecise.**	......./30

Chapter / Weightage	5 A to A+ 32-40/40	4 B+ to A- 28-31/40	3 B to B- 26-27/40	2 C to C+ 20-25/40	1 Failed 0-19/40	XX/40
E. Chapter 4: DATA ANALYSIS	**Fulfilled the following criteria:** • Data analysis is complete. • Data for each research question is presented. • Findings are presented with suitable tables and charts. • Tables and charts are numbered.	**Fulfilled most criteria well.**	**Fulfilled most criteria satisfactorily.**	**Some criteria are fulfilled but still imprecise.**	**Writing is confusing and imprecise.**	......./40

Chapter / Weightage	5 A to A+ 24-30/30	4 B+ to A- 20-23/30	3 B to B- 18-19/30	2 C to C+ 15-17/30	1 Failed 0-14/30	XX/30
F. CHAPTER 5: CONCLUSION	**Fulfilled the following criteria:** • Summary of major findings is presented. • Implications of the findings are clearly stated. • Limitations of the research are presented. • Recommendations for future research are proposed.	**Fulfilled most criteria well.**	**Fulfilled most criteria satisfactorily.**	**Some criteria are fulfilled but still imprecise.**	**Writing is confusing and imprecise.**	......./30

Section \ Weightage	5 A to A+ 24-30/30	4 B+ to A- 20-23/30	3 B to B- 18-19/30	2 C to C+ 15-17/30	1 Failed 0-14/30	XX/30
G. SUPERVISION/ EFFORT AND COMMITMENT	**Criteria for Evaluation:** a)Effort b)Commitment/ Discipline c)Originality d)More than 8 times supervision Evaluated during supervision process	**Fulfilled most criteria well.** • 7 times supervision	**Fulfilled most criteria satisfactorily.** • 5 - 6 times supervision	**Some criteria are fulfilled but still imprecise.** • 3 - 4 times supervision	**Failed to fulfil the criteria** • Less than 3 times supervision	……/30
Section \ Weightage	5 A to A+ 24-30/30	4 B+ to A- 20-23/30	3 B to B- 18-19/30	2 C to C+ 15-17/30	1 Failed 0-14/30	XX/30
H. FORMAT/ GRAMMAR/ SPELLING/ REFERENCES/ APPENDIX	**Fulfilled the following criteria:** • Fulfilled the 90% of the main formats as proposed by this guideline. • Well edited and contain Very minimum spelling and grammatical error. • Have more than 15 legitimate sources of reference and 30% of them must be less than 5 years.	**Fulfilled most criteria well.** • 13 - 14 sources of reference	**Fulfilled most criteria satisfactorily.** • 10 - 12 sources of reference	**Some criteria are fulfilled but still imprecise.** • 6 - 9 sources of references	**Failed to fulfil the criteria** • Less than 5 sources of reference	……/30
Grand Total						**XXX/260**

References

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