DEPARTMENT OF MEDIA, CULTURE, AND COMMUNICATION

THESIS PROPOSAL GUIDELINES

The thesis proposal should be 3 – 5 pages in length and should contain the following sections:

Research Question

Identify the major question, issue or problem the thesis will attempt to address. This should be a clear and succinct formulation of a researchable question.

You might ask yourself: what theoretically-relevant question do I want to answer with my research? What do I want to learn that I don’t already know about Media, Culture, and Communication?

Background/Rationale

Provide the necessary background and justifications for your research. Clearly state and describe the approach; mention appropriate references to the relevant literature.

You might ask yourself: which theories of media, culture, and communication will I use to frame this study and why? What are the limits or boundaries of this inquiry? What theoretical and/or practical issues (whether social, economic, political, individual, etc.) will this thesis address and why? What is original about your research?

Methodology

Identify and justify the specific methodology you will use to answer the research question. Reflect on the broad analytical approach you will use and on the school(s) of thought or models of scholarship that will inform your investigation of the problem. Comment on the kinds of information you will need to address the research question. Also specify the steps you will use to collect and interpret that information.

You might ask yourself: what sources will be reviewed and how will information from these sources be used? Why would these methods of gathering and analyzing be best suited to this thesis project? How will I analyze media content? If I plan to conduct interviews, who will be interviewed? What questions will I ask and how will I gain access? If I employ observation as a methodology, what social contexts will be observed and how will data be organized?

Bibliography

Identify the sources that you will draw from to inform your thesis, both theoretically and methodologically.

Note: there are a number of ways to correctly cite sources; choose one style and be consistent.