

Capstone Project Proposal Guide

This proposal consists of several paragraphs that describe the basic aspects of your capstone project. The intent of writing this proposal is for you:

1. To learn to articulate a reasonable, doable-in-one-semester original research project.
2. To outline for yourself each part of the research necessary to complete a timely project.
3. To explain in straightforward language what you will study, what question you want to answer, and/or what problem you want to address in an area of communication studies.

Content (at least a paragraph for each heading):

- I. Topic on which you want to focus. (The specific question or hypothesis of your project.)
- II. Communicative significance of the project.
 - a. What is the relationship between your question/hypothesis and the academic study of communication?
 - b. Why is it important to the field of communication? What *original* contribution does it make to the field of communication?
- III. Social significance of the project. (How does it contribute to or benefit society? What impact does it make? How does it promote social justice, if at all?)
- IV. Presentational format for the project. (How will you present the project? Possibilities include: Thesis, Video, Audio, Rhetorical/Persuasive Campaign or Artifact, Screenplay.)
- V. Method of inquiry. (How will you do the project?) Possibilities include:
 - a. Qualitative (case study, sociological, anthropological)
 - b. Quantitative (nomothetic, experimental, etc.)
 - c. Textual (literary, historical, philosophical)
 - d. Rhetorical
 - e. Other
- VI. Method of data collection/organization. (How will you gather data/material for your project? What kind of data? How much data – and/or how many participants – do you need for your project to be legitimate?)
- VII. Basis in theory. (What important theoretical approaches serve as the basis of your research question?)
- VIII. Project as “capstone.” [We expect, as a department, that your prior coursework will inform your project, at the very least Argument & Advocacy, Communication Theory, Qualitative or /and Quantitative Methods, and your upper division courses.] How do you specifically envision prior course content being central to your project?