

Guidelines for the Master's Thesis and the Master's Project

Main Purpose of the Thesis: To make a contribution to the discipline of Communication.

Main Purpose of the Project: To make a contribution to an external organization.

Advisement of the Master's Thesis and the Master's Project

For the Thesis, the student selects a Chair who also serves as the Thesis Advisor. In consultation with the Chair, two additional faculty Readers are selected.

For the Project, the student selects a Chair who also serves as the Project Advisor.

CMST 570 Advanced Communication Research is a requirement before undertaking the Thesis or Project. In CMST 570, students build their complete research proposal for either Thesis or Project.

Format Guidelines for the Master's Thesis include:

1. Abstract
2. Introduction (including justification and identification of problem)
3. Literature Review (review and critique of existing literature, generating research questions)
4. Methodology (research on humans needs approval from ESU's Institutional Review Board, IRB).
5. Data Collection
6. Analysis of Data
7. Discussion
8. Conclusion
9. References
10. Appendices (if applicable)

Format Guidelines for the Master's Project include:

1. Executive Summary
2. Introduction identifying Problem/Issue/Case
3. Literature Review
4. Proposed Project (Situational Analysis of Problem, Objectives/Strategies/Tactics)
5. Project Implementation (Calendar, Resources Required)
6. Assessment of Outcomes and Suggestions for Improvement
7. Conclusion
8. References
9. Appendices (if applicable)