Journal critique: Racial oppression and Racial Projects in Consumer Markets: A Racial Formation Theory Approach.. Journal Article Critique 1. Your first journal article critique should contain a detailed criticism of a research article addressing a social-scientific issue in communication. Typically, social scientific issues use quantitative methods to answer research questions and/or test a theory. Some criteria for determining whether or not an article is social scientific may include: (1) The article should have a Methods section explaining exact procedures used in the study; (2) The article should collect and analyze data gathered from participants (typically quantitative or qualitative); and, (3) the article should address specific research questions or hypotheses. If the article does not meet all these criteria, chances are high that it is not an appropriate article for your critique. I encourage you to let me look at your article if you are not positive it meets these criteria. The journal article critique is designed to accomplish several objectives fundamental to research in communication. Specifically, after completing this assignment you should be able to: Locate research articles covering specific social scientific topics in communication. Read, understand, and summarize that article. Critically evaluate the research article based on several possible criteria for assessing the quality of original research in the social scientific tradition. These learning objectives serve as the basis for completing other projects in this class as well as projects in other communication classes. The specific requirements for this assignment are as follows: The topic of the article critique may cover any issue in communication so long as the article takes a social scientific perspective (i.e., not rhetorical/critical). The article you critique should be from a recognized scholarly journal in communication. Your critique should contain 7 major sections: (1) The source citation (full citation, APA style), (2) the purpose of the research article, (3) the rationale for conducting the research, (4) the methodology employed to test specific hypotheses or answer research questions, (5) a brief summary of results, (6) a detailed evaluation of the research article based on the criteria for evaluating original social scientific research discussed in class (this section should comprise half of your document), and (7) a brief concluding paragraph summing up the critique. You should have labels for each section in the critique. The criteria for evaluating the research article include theoretical scope, appropriateness of methodology, validity, heuristic value, and parsimony. We will discuss these criteria in class. Your article critique should be approximately 3-5 pages in length. Approximately half of the critique should address the first 5 sections mentioned above while the other half should be your evaluation of the article. In other words, your evaluation of the article is equally as important as your summary of the article's content. You must attach a photocopy of your journal article to your paper. If the article is not attached, I will not grade the assignment.