

TAA Teleconference Research Program Formula¹

A. Name your topic:

I am studying _____

A. I am working on analyzing
the film *Run Lola Run*

B. Imply your question:

*because I want to find out who/
how/ why* _____

B. Because I want to discover
the various options for agency
it presents

C. State the rationale for the questions and the project:

*in order to understand how/ why
/ what* _____

C. In order to understand the
relationship between com
munication and agency

1. This formula was adopted from *The Craft of Research* by Wayne Booth, Joseph Williams, and Gregory Colomb, 2nd ed., 2003.