

# Chapter 8

## Understanding Coaching in Communication Research: A Global Perspective

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### **ABSTRACT**

*Coaching has been a vital component in the development and advancement of communication research abilities around the globe. This study addresses the relevance of coaching in communication research, presenting a complete examination of its function in encouraging research excellence and improving academic work. While the technique of coaching has long been acknowledged in academic fields such as business and management, its use in the field of communication research remains a developing topic of study. This study investigates the particular requirements of communication researchers and how tailored coaching interventions can empower them to conduct high-quality, meaningful research. As coaching becomes more acknowledged as a vital asset in communication research, its role in influencing the future of the subject is poised to increase, providing researchers with the direction, support, and resources needed to thrive in a fast-changing academic environment.*

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## INTRODUCTION

Coaching in communication research has rapidly become a vital component of academic and professional growth around the globe (Zepeda, 2019). As the environment of communication develops, so too must the measures that researchers adopt to strengthen their work. With rapid improvements in technology, shifts in global dynamics, and the increased demand for multidisciplinary research, the function of coaching has grown beyond the conventional mentorship paradigm. In the domain of communication research, coaching covers much more than merely offering feedback on drafts or recommending modifications to study designs. It entails mentoring researchers through the complexity of communication theory, encouraging their engagement with current research trends, and helping them negotiate the hurdles given by technology developments and varied cultural contexts. Communication study itself has grown increasingly multidisciplinary, integrating subjects like psychology, sociology, political science, and even technology (Makarova et al, 2019). With the rise of digital communication, new research opportunities have opened up, but they have also introduced new obstacles. Researchers nowadays are tasked with deciphering large volumes of data, the difficulties of digital media platforms, and the ever-growing influence of social media (Ghani et al, 2019). In this quickly changing context, good coaching in communication research is more crucial than ever. It not only helps researchers enhance their methodology but also allows them to critically interact with the ethical and practical concerns of their profession. At its root, coaching in communication research is about more than just enhancing a researcher's technical abilities or academic writing. It is about nurturing a researcher's ability for critical thinking, mentoring them in problem-solving, and supporting their professional progress throughout their academic careers. In this approach, coaching may be considered a vital instrument for developing creativity and innovation in the research process. As communication research continues to extend into new domains—such as global digital media, social networks, and artificial intelligence—the demand for highly trained, adaptive researchers develops. Coaching offers these scholars the support they need to thrive in an increasingly competitive and complicated academic environment.

This chapter discusses the developing role of coaching in communication research, assessing its relevance in today's academic environment and its future possibilities. It gives an in-depth overview of the essential components of coaching in this profession, including its many models and frameworks, the influence of cultural and technical factors, and the difficulties and possibilities that lie ahead. Drawing on a varied variety of viewpoints and case examples, this chapter discusses how coaching may assist researchers manage the challenges of global communication research and give them the skills they need to succeed. The chapter will also investigate how

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