



Part 1: Information			
Module Title	Researching Journalism and Public Communication		
Module Code	UABN4T-30-2	Level	2
For implementation from	September 2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts, Creative Industries and Education	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA(Hons) Broadcast Journalism BA (Hons) English Literature and Journalism BA (Hons) Media and Journalism BA (Hons) Journalism and Public Relations		
Module type:	Standard		
Pre-requisites	UACALG-30-1 Newsgathering, UACAJK-15-1 Journalism and Society		
Excluded Combinations	N/A		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
<p>This module takes a critical look at the contemporary public sphere. It picks up and expands on as well as introduces additional key concepts of the field of study from level 1. It pays particular attention to the changing role public communications professionals, such as journalists or PR representatives, play in the contemporary public sphere, thus facilitates students' ability to reflect on their potential career pathways. To strengthen students' ability to critically evaluate these concepts, the module introduces them to the methodological underpinning of relevant theories' and hypotheses' as well as systematic research methods used in this field. The module places a strong emphasis on the transferability of specific methods and approaches from academic to non-academic contexts as well as more generic concerns of project management. Thus the module prepares students to undertake a substantive independent project at level 3 in a range of contexts.</p>
Part 3: Assessment: Strategy and Details
<p>This module takes a critical look at the contemporary public sphere. It picks up and expands on as well as introduces additional key concepts of the field of study from level 1. It pays particular attention to the changing role public communications professionals, such as journalists or PR representatives, play in the contemporary public sphere, thus facilitates students' ability to reflect on their potential career pathways. To strengthen students' ability to critically evaluate these concepts, the module introduces them to the methodological underpinning of relevant theories' and hypotheses' as well as systematic research methods used in this field. The module places a strong emphasis on the transferability of specific methods and approaches from academic to non-academic</p>

contexts as well as more generic concerns of project management. Thus the module prepares students to undertake a substantive independent project at level 3 in a range of contexts.																										
Identify final timetabled piece of assessment (component and element)	Component A, element 1																									
% weighting between components A and B (Standard modules only)	A: 25%																									
	B: 75%																									
First Sit																										
Component A (controlled conditions) Description of each element	Element weighting (as % of component)																									
1. Presentation (10 minutes max; in-class)	100%																									
Component B Description of each element	Element weighting (as % of component)																									
1. Essay (2000 words max)	60%																									
2. Report (1000 words max)	40%																									
Resit (further attendance at taught classes is not required)																										
Component A (controlled conditions) Description of each element	Element weighting (as % of component)																									
1. Presentation (10 minutes max; in-class)	100%																									
Component B Description of each element	Element weighting (as % of component)																									
1. Essay (2000 words max)	60%																									
2. Report (1000 words max)	40%																									
Part 4: Learning Outcomes & KIS Data																										
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> demonstrate a critical understanding of the influences shaping the contemporary public sphere (component B, element 1; component B, element 2) evaluate methods and approaches to researching public communication processes (component A, element 1; component B, element 1; component B, element 2); apply methods appropriately to conduct systematic data collection and analysis(component B, element 2); and plan for a systematic research project (component A, element 1). use a range of context appropriate presentation registers (oral and written) to communicate their ideas (component A, element 1; component B, element 1; component B, element 2) 																									
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">108</td> <td style="text-align: center;">192</td> <td></td> <td style="text-align: center;">300</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>									30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	108	192		300
Key Information Set - Module data																										
<i>Number of credits for this module</i>																										
				30																						
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																						
300	108	192		300																						

FOR OFFICE USE ONLY

First CAP Approval Date	5/2/2015			
Revision CAP Approval Date	12/12/2017	Version	2	Link to MIA