

Part 1: Information						
Module Title	Researching Journalism and Public Communication					
Module Code	UABN	N4T-30-2	Level	2		
For implementation from	Septe	ptember 2018				
UWE Credit Rating	30	ECTS Credit Rating 15				
Faculty		Creative Industries ducation	Field	Broadcast and Journalism		
Department	Film a	ilm and Journalism				
Contributes towards	BA (H BA (H	BA(Hons) Broadcast Journalism BA (Hons) English Literature and Journalism BA (Hons) Media and Journalism BA (Hons) Journalism and Public Relations				
Module type:	Stand	Standard				
Pre-requisites UACALG-30-1 Newsgathering, UACAJK-15-1Journalism and Society				5-1Journalism and Society		
Excluded Combinations		N/A				
Co- requisites		N/A				
Module Entry requirements		N/A				

Part 2: Description

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.

Part 3: Assessment: Strategy and Details

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

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			learning and teaching					
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Contact Hours	The table below indicates as a percentage the total assessment of the module which constitutes a; Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)				
Total Assessment	Total assessment of the module: Written exam assessment percentage 0% Coursework assessment percentage 75% Practical exam assessment percentage 25% 100%				
Reading List	Indicative Reading List: The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms. Additional digital materials are made available through Blackboard. https://uwe.rl.talis.com/lists/AD49CE16-BADD-ABCA-CC92-EBCC7B716C83.html				

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First CAP Approval Date	5/2/201	5/2/2015				
Revision CAP 12/12 Approval Date	2017	Version	2	Link to MIA		