



MODULE SPECIFICATION

Part 1: Information			
Module Title	Practical Research Methods		
Module Code	UABB4X-30-2	Level	2
For implementation from	September 2020		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA (Hons) Media Production BA (Hons) Media Production (Journalism) BA (Hons) Media Production (Creative Content)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>This module will build on the analytical skills developed in Level 1. It will allow students to move from understanding academic research to developing the skills to undertake their own research, and to critically engage with the process of knowledge generation. It will build a combination of theoretical and practical skills including writing as a technical and critical process.</p> <p>The module will explore research methods that offer a fully contextualised and situated understanding of media forms and representations. As well as content and textual analysis, it will consider the broader context within which media forms and artefacts operate, including attention to audience, interactivity and everyday uses. Methodologies to be introduced may include, amongst others: content analysis, critical discourse analysis, observation, ethnography, autoethnography, interviewing and 'practice as research' (PAR). We will also examine the conceptual frameworks needed to research the context and uses of the media, such as media and memory/memorialisation, heritage, collective identity and imaginary communities.</p> <p>The module is designed to prepare students to design, plan and execute practical research projects, in order to engage with the elements of media and journalism which are of most interest to them, and allow them to interrogate a range of social and cultural processes and practices.</p>

By engaging and evaluating significant theoretical and interpretive frameworks for the study of media and culture, students will be encouraged to develop an awareness of ethical issues and an ability to conceive, design and plan projects which are shaped in ways that take account of issues relating to difference, diversity and inequality.

Part 3: Assessment

Assessed work in this module will include research in practice, research design and critical reflection tasks.

A portfolio of research exercises focused on academic writing and critical engagement with academic literature, practice-based work and/or media artefacts will support the development of an understanding of the use and outcomes of specific methodologies, helping students to test out different approaches to media forms, practices and contexts and the issues arising from them.

The proposal will outline the research design and plan for the final research report. This will allow students to select the most appropriate approach from the range of research methods introduced as well as to address conceptual and interpretive frameworks studied.

The research report will outline the methods and findings from a small-scale research project on real world media texts, artefacts, events or practices chosen by the student. This will allow students to direct and focus their learning towards the areas of digital, written or audio-visual culture which are of most interest to them. Seminar leaders will assist students on Journalism and Creative Content pathways to select topics which will facilitate their ongoing focus in these directions. The report will include an analysis and evaluation of methods and findings as well as critical reflection to ensure students have a thorough and integrated understanding of theoretical and practical skills before entering Level 3.

Identify final timetabled piece of assessment
(component and element)

B2

% 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. Project proposal presentation (in class, 5-10 mins)

100

Component B
Description of each element

Element weighting
(as % of component)

1. Portfolio of research exercises (1,500 words)

40

2. Research report (2,000 words)

60

Resit (further attendance at taught classes is not required)

Component A (controlled conditions)
Description of each element

Element weighting
(as % of component)

1. Written exam

100

Component B
Description of each element




Element weighting
(as % of component)

1. Portfolio of research exercises (1,500 words)

40

2. Research report (2,000 words)

60

Part 4: Learning Outcomes & KIS Data																																									
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Plan and execute a small-scale research project and reflect upon the methods used (assessed through A1, B2) 2. Critically engage with academic texts and understand the use of contextual literature within a research project (assessed through B1, B2) 3. Build further competence in academic writing as a technical process and practical skill (assessed through B1, B2) 4. Discuss and evaluate key theories and concepts in relation to their own research (assessed through A1, B2) 5. Evaluate methodological approaches and arguments drawn from academic literature and their own research (assessed through A1, B1, B2) 6. Independently direct the focus of their own learning (assessed through A1, B2) 																																								
Key Information Sets Information (KIS)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="5" style="text-align: left;">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> <td style="width: 20%;"></td> </tr> <tr> <td colspan="3"><i>Number of credits for this module</i></td> <td style="border: 2px solid black; text-align: center;">30</td> <td></td> </tr> <tr> <td style="background-color: #cccccc;">Hours to be allocated</td> <td style="background-color: #cccccc;">Scheduled learning and teaching study hours</td> <td style="background-color: #cccccc;">Independent study hours</td> <td style="background-color: #cccccc;">Placement study hours</td> <td style="background-color: #cccccc;">Allocated Hours</td> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> <tr> <td colspan="4"></td> <td style="text-align: center;"></td> </tr> </tbody> </table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>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)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: left;">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td style="width: 80%;">Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">75%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">25%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</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	72	228	0	300						Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	75%	Practical exam assessment percentage	25%		100%
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	72	228	0	300																																					
																																									
Total assessment of the module:																																									
Written exam assessment percentage	0%																																								
Coursework assessment percentage	75%																																								
Practical exam assessment percentage	25%																																								
	100%																																								
Total Assessment																																									
Reading List	<p>The reading list for this module is available at:</p> <p>https://uwe.rl.talis.com/index.html</p>																																								

FOR OFFICE USE ONLY

First Approval Date (and panel type)	24 March 2020			
Revision ASQC Approval Date		Version	1	