



## **Module Specification**

### **Practical Research Methods**

Version: 2021-22, v2.0, 01 Jul 2021

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## Part 1: Information

**Module title:** Practical Research Methods

**Module code:** UABB4X-30-2

**Level:** Level 5

**For implementation from:** 2021-22

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Delivery locations:** Bower Ashton Campus

**Field:** Broadcast and Journalism

**Module type:** Standard

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** 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.

**Features:** Not applicable

**Educational aims:** 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.

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.

**Outline syllabus:** 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.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** See Learning Outcomes.

**Module Learning outcomes:**

**MO1** Plan and execute a small-scale research project and reflect upon the methods used.

**MO2** Critically engage with academic texts and understand the use of contextual literature within a research project.

**MO3** Build further competence in academic writing as a technical process and practical skill.

**MO4** Discuss and evaluate key theories and concepts in relation to their own research.

**MO5** Evaluate methodological approaches and arguments drawn from academic literature and their own research.

**MO6** Independently direct the focus of their own learning.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

## **Part 4: Assessment**

**Assessment strategy:** This module has no assessment strategy

**Assessment components:**

### **Presentation - Component A (First Sit)**

Description: Project proposal presentation (in class, 5-10 mins)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO5, MO6

### **Written Assignment - Component A (First Sit)**

Description: Project Design Evaluation (500 words)

Weighting: 15 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Written Assignment - Component B (First Sit)**

Description: Literature Review

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO5

**Report - Component B (First Sit)**

Description: Research report

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6

**Presentation - Component A (Resit)**

Description: Design a final year project

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Written Assignment - Component A (Resit)**

Description: Project Design Evaluation (500 words)

Weighting: 15 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Written Assignment - Component B (Resit)**

Description: Literature Review

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested:

**Report - Component B (Resit)**

Description: Research report

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media Production (Journalism)[Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2020-21

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism)[Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21