Module Specification

Practical Research Methods

Version: 2022-23, v3.0, 21 Jul 2022

Contents

Part 1: Information

Module title: Practical Research Methods

Module code: UABB4X-30-2

Level: Level 5

For implementation from: 2022-23

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: On successful completion of this module students will achieve the following 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 via the following link https://uwe.rl.talis.com/index.html

Part 4: Assessment

Assessment strategy: The purpose of this module and assessment strategy is to ensure that students are given a grounding in the practical research techniques they will need to successfully navigate their final year dissertation/practical project. This will also give students an understanding of the academic expectations for L3 research, helping them to make the decision between project and dissertation in the second semester.

Indicative Portfolio Content:

Component A: Research Design Portfolio
8-10minute Presentation outlining a design for EITHER a Practical Media Project OR a Dissertation; 500-word response to tutor feedback on presentation

Component B: Research Portfolio

Mini literature review and text-based research project. Includes academic literature and applied methodology. (Approx 2000 words)

Assessment components:

Portfolio - Component A (First Sit)

Description: Project/Dissertation Design Portfolio

Weighting: 50 %

Final assessment: No

Group work: No

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

Portfolio - Component B (First Sit)

Description: Research Portfolio - to include mini literature review and text-based research project.

Weighting: 50 %

Final assessment: Yes

Group work: No

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

Portfolio - Component A (Resit)

Description: Project/Dissertation Design Portfolio

Weighting: 50 %

Final assessment: No

Group work: No

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

Portfolio - Component B (Resit)

Description: Research Portfolio - to include mini literature review and text-based research project.

Weighting: 50 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Production (Journalism)[Sep][SW][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production (Journalism)[Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2021-22

Media Production [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21

Media Production (Journalism)[Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21

Media Production {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism) {Foundation} [Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Creative Content) {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism){Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21

Media Production {Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21

Media Production (Creative Content){Foundation}[Sep][SW][Bower Ashton][5yrs] BA (Hons) 2020-21

Media Production (Creative Content) [Sep][PT][Bower Ashton][6yrs] BA (Hons) 2020-21