



MODULE SPECIFICATION

Part 1: Information			
Module Title	Researching Media Cultures		
Module Code	UPCNHY-30-2	Level	2
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Media Communications (all pathways)		
Module type:	Standard		
Pre-requisites	Contemporary Digital Practice		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
<p>This module sets out to develop research skills appropriate to Media and Communications Studies as a critical practice. It is intended to build on and further embed ideas and approaches introduced at Level 1, while also preparing students to undertake a dissertation or equivalent independent research project at Level 3. The module will introduce some key research methods through lectures and practical exercises and will provide students with an opportunity to initiate, conduct and evaluate their own small-scale research projects. Students will be supported through the stages of project conception, conducting the research and evaluating and writing up the results.</p> <p>The module will explore a key topic or issue in media and communications and students will be introduced to theoretical concepts and approaches through a series of orientation weeks which will prepare students for their own individual research and writing tasks. The rest of the module content will be based around case studies and field trips which will allow students situate contemporary ideas, events, and experiences related to media and communications within an historical and media and communications studies context.</p>
Part 3: Assessment
<p>There are 2 assignments for this module:</p>

<p>Critical Review of Research Exercises 2000 words. Students will choose 3 of the in-class research exercises and write a critical review of each which describes and documents their exercise, analyses their findings and reflects on the effectiveness of the research method in generating valuable data (relates to Learning Outcomes 2,3).</p> <p>Research Project 3000 words. Students will devise and execute their own research project based on the module's key theme and using one or more of the research methods studies in the module (relates to Learning Outcomes 1,4,5).</p> <p>Students will be supported by a project mentor from the teaching staff and given formative guidance and feedback on project development.</p> <p>Plagiarism to be monitored by online submission resources for both assignments. In addition, the Critical Review of Research Exercises assignment entails students producing work on specific in-class exercises in the specific locale of Bristol, so it makes plagiarism difficult.</p>		
Identify final timetabled piece of assessment (component and element)	Component B1	
% weighting between components A and B (Standard modules only)	A: 40	B: 60
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Critical Review of Research Exercises 2000 words	100	
Component B Description of each element	Element weighting	
1. Research Project 3000 words	100	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Critical Review of Research Exercises 2000 words	100	
Component B Description of each element	Element weighting	
1. Research Project 3000 words	100	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to demonstrate:</p> <ol style="list-style-type: none"> 1. A knowledge of some of the main theoretical perspectives, questions and contemporary debates that inform the fields of Media and Communications studies (assessed through B1). 2. Competence in the conduct of some of the main research methods deployed in the fields of Media and Communications studies (assessed through A1). 3. The ability to evaluate the value and limitations of one or more of the media and communications research methods introduced in the module (assessed through A1). 	

	<p>4. The ability to initiate and execute an independent research project in media and communications of appropriate scope and substance, using time management, independent learning, and problem-solving skills (assessed through B1).</p> <p>5. The ability to present an academically written and referenced report on contemporary media and communications phenomena (assessed through B1).</p>																				
Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>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>300</td> <td>48</td> <td>252</td> <td>0</td> <td>300</td> </tr> </tbody> </table>	Key Information Set - Module data					Number of credits for this module				30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	48	252	0	300
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Total Assessment	<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"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%										
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Reading List	<p>This is an existing module</p> <p>https://rl.talis.com/3/uwe/lists/ACF6118B-91F1-BE01-9985-54B56AAF9193.html?lang=en-GB&login=1</p>																				

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