Module Specification

Cultural Research in Practice

Version: 2026-27, v1.0, Approved

Contents

Part 1: Information

Module title: Cultural Research in Practice

Module code: UPCB8D-30-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: CULTURAL INDUSTRIES

Module type: Module

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 builds on the concepts and skills developed in previous modules and requires students to apply theoretical concepts and methodological approaches to develop an individual research project. Students will be introduced to the skills involved in developing well-founded research proposals, facilitated to identify research questions and approaches, and devise research plans appropriate to a piece of practice-as-research work.

Features: Not applicable

Educational aims: To develop students' abilities to apply theoretical models used to elaborate ideas of cultural experience and everyday life, embodiment and space/place, as the basis of research inquiry and practice-as-research.

To develop students' understanding of the application of cultural and media research methods through the development of a research proposal designed to result in a practice-based research project.

To enable students to gain skills in designing and developing research proposals, formulating research questions, identifying appropriate methods for addressing them, and designing a line of inquiry for practice-based research.

To enable students to plan, execute and reflect on the findings of a research project, through practice-as-research approaches.

Outline syllabus: The module will introduce students to the skills, conceptual and technical issues involved in planning and developing a research proposal (devising research questions, approaches, methods and analysis) and assessing feasibility. Students will be asked to consider the different forms by which their research inquiry can be developed in practice-as-research (experience design, immersive media installations, interactive documentary, kinetic media). Students will learn what to take into account in order to devise research ethics. They will also be asked to design and evaluate audience and user experience.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching and learning will be delivered through a combination of lecture, workshop, seminar, and tutorial formats, as appropriate. Student learning will also be supported by the university's VLE, where teaching slides, reading lists, weekly preparation, discussion boards and lecture recordings are hosted. Students will also be able to access assessment briefs from the start of teaching and will be offered bespoke assessment advice during scheduled teaching

time. In addition, students will have regular opportunities to discuss their teaching and learning with the module teaching team, both in-person or online.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Demonstrate further proficiency in the use of tools, technologies, and techniques, and the ability to apply them to projects.

MO2 Convey ideas and information clearly and persuasively through diverse mediums, adapting to different audiences and purposes.

MO3 Demonstrate enhanced presentation skills and demonstrate the ability to tailor approaches to different contexts and confidently engage diverse audiences.

MO4 Demonstrate an enhanced ability to initiate and execute an independent, critical, practice-based research project situated in the academic fields of cultural theory and media communications.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

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: Assessment will be a portfolio. This is designed to test various learning outcomes and areas of the module curriculum. Students have some choice in the topic, theme, concepts, formats, methods and methodologies they cover.

The portfolio will include an original practice-based research project. The portfolio will also include a written workbook including a research proposal and evaluation of

the project as a piece of applied research with a theoretical underpinning.

Formative assessment: in advance of the final deadline, students will be offered assessment consultations to discuss their plans, and the opportunity to receive feedback on a plan and/or a partial version of their work.

The resit will match the first sit.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio of approximately 2 elements.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio of approximately 2 elements.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Culture, Media and Creative Industries BA (Hons) 2025-26