



Module Specification

Researching Media Cultures

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Part 1: Information

Module title: Researching Media Cultures

Module code: UPCNHY-30-2

Level: Level 5

For implementation from: 2025-26

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 Studies

Module type: Module

Pre-requisites: Contemporary Digital Practice 2024-25

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

Part 3: Teaching and learning methods

Teaching and learning methods: 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.

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

MO1 A knowledge of some of the main theoretical perspectives, questions and contemporary debates that inform the fields of Media and Communications studies.

MO2 Competence in the conduct of some of the main research methods deployed in the fields of Media and Communications studies.

MO3 The ability to evaluate the value and limitations of one or more of the media and communications research methods introduced in the module.

MO4 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.

MO5 The ability to present an academically written and referenced report on contemporary media and communications phenomena.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 252 hours

Face-to-face learning = 48 hours

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: 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).

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).

Students will be supported by a project mentor from the teaching staff and given formative guidance and feedback on project development.

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.

Assessment tasks:**Written Assignment (First Sit)**

Description: Critical Review of Research Exercises.

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Project (First Sit)

Description: Research Project

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO4, MO5

Written Assignment (Resit)

Description: Critical Review of Research Exercises

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3

Project (Resit)

Description: Research Project

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications [Frenchay] BA (Hons) 2023-24

Media Communications {Foundation} [Frenchay] - Withdrawn BA (Hons) 2023-24

Media Communications (Advertising) [Frenchay] - Withdrawn BA (Hons) 2023-24

Media Communications (Advertising) {Foundation} [Frenchay] - Withdrawn BA
(Hons) 2023-24

Media Communications (Public Relations) [Frenchay] BA (Hons) 2023-24

Media Communications (Public Relations) {Foundation} [Frenchay] - Withdrawn BA
(Hons) 2023-24

Media Communications (Campaigns) [Frenchay] BA (Hons) 2023-24

Media Communications (Campaigns) {Foundation} [Frenchay] - Withdrawn BA
(Hons) 2023-24

Media Communications [Frenchay] BA (Hons) 2024-25

Media Communications (Public Relations) [Frenchay] - Withdrawn BA (Hons) 2024-
25

Media Communications (Campaigns) [Frenchay] - Withdrawn BA (Hons) 2024-25

Media Communications [Frenchay] BA (Hons) 2024-25