



MODULE SPECIFICATION

Code: UPCAFF-30-2	Title: Media Culture 2	Version: 2.1
Level: 2	UWE credit rating: 30	ECTS credit rating: 15
Module type: Project		
Owning Faculty: ACE	Field: Media and Cultural Studies	Field Leader: J Arthurs
Faculty Committee approval: Quality and Standards Committee		Date: November 2011
<i>Approved for Delivery by:</i> indicate name of affiliated institution if module will only be delivered by them		
Valid from: September 2014	Discontinued from:	
Contributes towards: Awards up to BA (Hons) Media Culture and Practice, Joint awards up to BA(Hons) Media and Journalism, BA (Hons) Journalism and Public Relations. UWE/Taylors Dual Award Framework		
Pre-requisites: UACPRW-30-1 Media and Cultural Studies Foundation		
Co-requisites:		
Excluded combinations:		

Learning outcomes:

On successful completion of this module the student should be able to demonstrate the ability:

- ❖ to formulate research questions and develop a research proposal appropriate to the field of study
- ❖ identify appropriate scholarly resources and situate these within specific debates and intellectual traditions
- ❖ to clearly distinguish between quantitative and qualitative research methods and how these have been deployed within audience research
- ❖ provide a rationale for choosing between different methods and approaches in the design of a research project
- ❖ to produce coherent and persuasive written arguments, drawing on appropriate evidence and theoretical approaches
- ❖ to undertake sustained, innovative, creative independent scholarship and research
- ❖ to employ a rigorous, critical and creative approach to cultural analysis and critique

Syllabus outline:

The module content will be based around case studies which situate contemporary cultural phenomena and experiences within a historical context as well as foregrounding different theoretical, creative and analytical approaches. Students will initiate and pursue a small-scale research project around an object of their choice (with staff approval). The module will thus support a greater independence amongst the students in their cultural research. It will emphasise the development of a critical and reflexive approach to research from question initiation through to final review of findings.

