

MS2016 Media and Communication Research in Practice

Academic Year:	2020/1	Student Workload (hours)	
Module Level:	Year 2	Lectures	11
Scheme:	UG	Seminars	22
Department:	Media and Communication	Practical Classes & Workshops	14
Credits:	30	Tutorials	3

Fieldwork	
Project Supervision	
Guided Independent Study	250
Demonstration	
Supervised time in studio/workshop	
Work Based Learning	
Placement	
Year Abroad	
Total Module Hours	300

Period:	Semester 2
Occurrence:	E
Coordinator:	
Mark Scheme:	UG Module Mark Scheme

No.	Assessment Description	Weight %	Qual Mark	Exam Hours	Ass't Group	Alt Reass't
001	Critical review (1,000 words)	30				
002	Research report (2,000 words)	70				

Intended Learning Outcomes

On successful completion of the module, students should be able to:

- Discuss and differentiate between a range of common research methods used in media and communication studies.
- Demonstrate the ability to design and evaluate a media and communication research project.
- Demonstrate an awareness of the strengths and weaknesses of different approaches for analysing sources, texts or data.
- Assess the methodological strengths and limitations of a piece of media and communication research.

Teaching and Learning Methods

The module will follow a lecture-seminar format that entails weekly preparation, in which participants must critically assess, discuss, and comment on assigned readings. Following each lecture, the seminars will allow for critical discussion of research design and research methods through a focused discussion of the week's set reading(s), and students will put into practice research methods through class-based activities. The module will also use Blackboard to disseminate lecture powerpoints and supplementary readings, with students encouraged to use the discussion board to deepen their knowledge of key concepts and research methods. Students will be supported in their research project work in practical classes and workshops and by tutors via email, office hours and online tutorial hours.

Assessment Methods

Critical review (1,000 words)
Research report (2,000 words)

Pre-Requisites

Co-Requisites

Excluded Combinations

-

Guided Independent Study: Indicative Activities

Guided activities will include:

- Set reading supported with activities and discussion questions in seminars;
- Students are encouraged to carry out further recommended reading;
- Written feedback with reflective comments provided on return of critical review
- Opportunities to review assessment feedback one-to-one during tutors' office hours;
- Opportunities for tutorials to offer supervision and guidance in independent research report preparation during tutors' office hours and via email;
- Research advice via lectures, seminars and Blackboard and methods training workshops.