

Liverpool John Moores University

Title: Researching Media
Status: Definitive
Code: **4003MASSCO** (119066)
Version Start Date: 01-08-2012

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Arts, Professional and Social Studies

Team	Leader
Iqbal Akthar	Y

Academic Level: FHEQ4
Credit Value: 24.00
Total Delivered Hours: 72.00
Total Learning Hours: 240
Private Study: 168

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	24.000
Seminar	24.000
Tutorial	24.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORT		50.0	
Report	REPORT		50.0	

Aims

To gain understanding of various research methods and strategies in the field of mass communications.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate understanding of the development of communication systems through the evolution of research methods for media and cultural analysis.
- 2 Identify effective investigative strategies appropriate for mass communications research

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

PORTFOLIO	1
REPORT	2

Outline Syllabus

Research Contexts: Methodology, Resources, Validity and Reliability, Statistics, Qualitative method, Ethics

Formulating a research question: Research Design, Literature Review, Focus Group, Qualitative Interviewing, Making and Managing Audio Recordings, Historical and Archival, Grounded Theory, Ethnography, Visual Materials, The Internet, Discourse Analysis, Coding and Analysing Data, Coping with Problems

Learning Activities

Lectures, tutorials and workshop exercises.

References

Course Material	Book
Author	Michael Pickering and Gabriele Griffin
Publishing Year	2008
Title	Research Methods in Cultural Studies
Subtitle	Research Methods for the Arts and Humanities
Edition	
Publisher	Edinburgh University Press
ISBN	0748625771

Course Material	Book
Author	David Deacon , Michael Pickering , Peter Golding and Graham Murdock
Publishing Year	2007
Title	Researching Communications
Subtitle	A Practical Guide to Methods in Media and Cultural Analysis

Edition	
Publisher	Edinburgh University Press
ISBN	0340926996

Course Material	Book
Author	Anders Hansen Simon Cottle Ralph Negrine and Chris Newbold
Publishing Year	1998
Title	Mass Communication Research Methods
Subtitle	
Edition	
Publisher	Palgrave
ISBN	033361710X

Notes

This module will enable students to critically evaluate academic secondary research, in order to encourage and support their own development of skills to conduct primary research. This will take place through case studies and workshops exploring twenty first century research methods appropriate for mass communications research.