

## Liverpool John Moores University

Title: INTRODUCTION TO ANALYTICAL AND RESEARCH METHODS  
Status: Definitive  
Code: **4512MEDCUL** (114917)  
Version Start Date: 01-08-2011

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: St Helens College

Team	Leader
Clare Horrocks	Y

**Academic Level:** FHEQ4      **Credit Value:** 12.00      **Total Delivered Hours:** 40.50  
**Total Learning Hours:** 120      **Private Study:** 79

### Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	18.000
Tutorial	3.000
Workshop	18.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1500 word essay - analysis and discussion of two contrasting texts on a related theme (week 8)	50.0	
Exam	AS2	Unseen examination consisting of data-response questions (week 15)	50.0	1.50

### Aims

*To develop skills in selecting, describing and analysing a variety of types of text.  
To develop an understanding of the nature and relative merits of quantitative and*

*qualitative methodology*

*To examine a range of social scientific research methods*

*To develop an understanding of some the strengths and weaknesses of a range of social scientific research methods*

## **Learning Outcomes**

After completing the module the student should be able to:

- 1 Identify, describe and analyse a variety of types of text in terms of genre, purpose, audience, effect etc.
- 2 Select and evaluate appropriate texts in terms of context, relevance to a theme or topic, attitudes, values and assumptions
- 3 Contrast quantitative and qualitative methodology
- 4 Explain the nature of a range of social scientific research methods
- 5 Identify some of the strengths and weaknesses of a range of social scientific research methods

## **Learning Outcomes of Assessments**

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

1500 Word Essay	1	2	
EXAM	3	4	5

## **Outline Syllabus**

*In the first half of the module, a range of different types of text will be examined and classified in terms of a number of different frameworks. Key distinctions between literary and non-literary texts will be addressed and the issue of the nature of literary language will be examined. Appropriate analytical tools for different types of literary text will be explored. Literary texts will be analysed in terms of figurative language, rhetorical patterning, narrative mode and point of view. Students will identify a topic or theme for research and identify a variety of types of text which have some relevance. They will present an evaluation of two texts to the class. Texts will be examined both in terms of the context in which they were produced and the contemporary context in which they are being read. Texts will be examined in terms of underlying ideologies, attitudes, values and assumptions.*

*In the second half of the module, students will be introduced to social scientific methodologies and research methods. The distinction between positivist and anti-positivist (interpretivist) methodological perspectives will be addressed with reference to the ontological and epistemological views of such thinkers as Comte and Weber. Quantitative and qualitative methodologies will be explained and contrasted. A range of primary and secondary sources will be identified and a number of research methods (including participant observation, interviews, questionnaires, analysis of official statistics, content analysis and thematic analysis) will be analysed. Issues concerning validity, reliability and ethics will be examined,*

*and some of the strengths and weaknesses of specific research methods will be identified and discussed. Examples of methodological pluralism will be considered and assessed.*

## Learning Activities

Lectures, small and large group discussion, small group workshop sessions, video presentations. Tutorial activity will include coursework/examination guidance.

## References

<b>Course Material</b>	Book
<b>Author</b>	Beard, A.
<b>Publishing Year</b>	2001
<b>Title</b>	Texts and Contexts
<b>Subtitle</b>	Introducing Literature and Language Study
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Jacobs, R.
<b>Publishing Year</b>	2001
<b>Title</b>	A Beginners Guide to Critical Reading
<b>Subtitle</b>	Readings for Students
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Montgomery, M. et al.
<b>Publishing Year</b>	2000
<b>Title</b>	Advanced Reading Skills for Students of English Literature
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Duneier, M.
<b>Publishing Year</b>	1999
<b>Title</b>	Sidewalk
<b>Subtitle</b>	
<b>Edition</b>	

<b>Publisher</b>	Farrar, Strauss and Giroux
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Ezzy, D.
<b>Publishing Year</b>	2002
<b>Title</b>	Qualitative Analysis
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Giddens, A.
<b>Publishing Year</b>	2006
<b>Title</b>	Sociology
<b>Subtitle</b>	
<b>Edition</b>	5th ed.
<b>Publisher</b>	Polity
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Sarantakos, S.
<b>Publishing Year</b>	1998
<b>Title</b>	Social Research
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Macmillan
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Venkatesh, S.
<b>Publishing Year</b>	2008
<b>Title</b>	Gang Leader for a Day
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Allen Lane
<b>ISBN</b>	

## Notes

The focus, in the first half of this module, will be on the examination and classification of a wide variety of texts, both literary and non-literary. Various analytical approaches to the texts will be explored, including a consideration of rhetorical effects, narrative mode and point of view. Alternative uses and ways of reading the texts will be explored as well as a consideration of the significance of the

context in which the text was produced and consumed.

In the second half of the module students will be introduced to social scientific methodologies and a range of research methods. Qualitative and quantitative methods will be contrasted and some of their strengths and weaknesses identified, although more emphasis will be given to qualitative research.