

Liverpool John Moores University

Title: APPLIED MEDIA RESEARCH
Status: Definitive
Code: **5009MPS** (117599)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
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Academic Level: FHEQ5 **Credit Value:** 24.00 **Total Delivered Hours:** 72.00

Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24.000
Seminar	48.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Reflection	Blog	Reflection - Blog	30.0	
Presentation	Team Pres.	Team Presentation	30.0	
Artefacts	Artefact	Online Artefact	40.0	

Aims

1. To make connections between theory, research and practice.

2. *To engage students in real world media issues.*
3. *To introduce a variety of research and dissemination methods.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Recognise and apply effective research methods to real world media issues.
- 2 Demonstrate the ability to synthesize material from dispersed and distinct sources in order to support a sustained argument.
- 3 To remediate, distil and communicate research findings in an effective artefact.

Learning Outcomes of Assessments

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

Blog	1
Team Presentation	2
Online Artefact	3

Outline Syllabus

The module will build upon themes of contemporary media practice introduced at level four and apply them to real world issues. Students will be exposed to a number of research techniques including interviews and questionnaires.

There will be student presentations/student conference - live and online artefacts creating an online student conference site.

Learning Activities

In lectures students will be introduced to contemporary media issues, which they will then discuss in smaller seminar groups. They will be exposed to a range of research techniques and encouraged to apply these in answer to the briefs sets for a team presentation. All students will have the experience of presenting and making their presentations into online artefacts that effectively communicate their findings. Alongside this work students will maintain a blog throughout the module to reflect on contemporary issues, research tools and techniques and the development of their own research and presentation.

References

Course Material	Book
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Author	Darley, A.
Publishing Year	2000
Title	Visual Digital Culture: Surface Play and Spectacle in New Media Genres
Subtitle	
Edition	
Publisher	Routledge, an imprint of Taylor & Francis Books Ltd
ISBN	

Course Material	Book
Author	McLuhan, M. Fiore Q.
Publishing Year	1967
Title	The medium is the Message
Subtitle	
Edition	
Publisher	Touchstone
ISBN	

Course Material	Book
Author	McLuhan, M.
Publishing Year	1964
Title	Understanding Media: The Extensions of Man
Subtitle	
Edition	
Publisher	Routledge & Kegan Paul Ltd
ISBN	

Course Material	Book
Author	Manovich, L.
Publishing Year	2001
Title	The Language of New Media
Subtitle	
Edition	
Publisher	MIT Press
ISBN	

Course Material	Book
Author	M. Lister, J. Dovey, S. Giddings, I. Grant, K. Kelly
Publishing Year	2003
Title	New Media: A Critical Introduction
Subtitle	
Edition	
Publisher	Routledge
ISBN	

Course Material	Book
Author	Jenkins, H.

Publishing Year	2006
Title	Convergence Culture: Where Old and New Media Collide
Subtitle	
Edition	
Publisher	New York University Press
ISBN	

Course Material	Book
Author	Handler Miller, C.
Publishing Year	2004
Title	Digital Storytelling: a creator's guide to interactive entertainment
Subtitle	
Edition	
Publisher	Burlington, MA; Focal Press
ISBN	

Course Material	Book
Author	Dawson, C.
Publishing Year	2009
Title	Introduction to Research Methods: A Practical Guide for Anyone Undertaking a Research Project
Subtitle	
Edition	
Publisher	Oxford How to Books
ISBN	

Course Material	Book
Author	Meadows, M.
Publishing Year	
Title	Pause & Effect: The Art of Interactive Narrative
Subtitle	
Edition	
Publisher	New Riders
ISBN	

Course Material	Book
Author	Walsh, M.
Publishing Year	2010
Title	Futuretainment
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	S. Turkle

Publishing Year	1995
Title	Life on the screen: identity in the age of the internet
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	L. Parker
Publishing Year	2004
Title	Interplay: Interactive Design
Subtitle	
Edition	
Publisher	V&A
ISBN	

Notes

This module is about students developing their research practice and research skills. It will build upon student's knowledge of contemporary media issues and develop research tool sets with which to find, collate, archive and disseminate their research of these theories in relation to real world media issues. Briefs will be sought from a wide range of industry partners demonstrating the diversity of application of media skills.

Students will add to the blog they kept at level four and use it again as a tool for reflection.

Finally students will present their findings and will make an online artefact that will communicate as a standalone presentation.

Workshops will vary in length and will involve some independent study. Students will be expected to conduct 168 hours of private study for this module.