

## Liverpool John Moores University

Title: RESEARCH METHODS  
Status: Definitive  
Code: **5027MEDCUL** (117808)  
Version Start Date: 01-08-2015

Owning School/Faculty: Humanities and Social Science  
Teaching School/Faculty: Humanities and Social Science

| Team           | Leader |
|----------------|--------|
| Clare Horrocks | Y      |
| Sian Lincoln   |        |

**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   | 18.000        |
| Workshop  | 54.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category  | Short Description | Description      | Weighting (%) | Exam Duration |
|-----------|-------------------|------------------|---------------|---------------|
| Essay     | AS1               | 2000 word Essay  | 30.0          |               |
| Portfolio | AS2               | 2000 word Essay  | 20.0          |               |
| Report    | AS3               | 1500 word Report | 50.0          |               |

### Aims

- 1. To enable students to use primary sources in the investigation of historical and contemporary cultural and communication practices*
- 2. To enable students to understand a central role of research questions in the analysis of media communication and cultural texts and practices*
- 3. To enable students to select effective investigative strategies appropriate for*

*media, cultural and communication research*

## **Learning Outcomes**

After completing the module the student should be able to:

- L1 Select appropriate primary sources in the formulation of a research project.
- L2 Reflect critically on research practice and investigative strategies.
- L3 Integrate experiential and theoretical learning into a research plan appropriate for media, cultural and communication fieldwork.

## **Learning Outcomes of Assessments**

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

|           |    |
|-----------|----|
| Essay     | L1 |
| Portfolio | L2 |
| Report    | L3 |

## **Outline Syllabus**

*Introduction to studying history for communication and cultural studies*

*Identifying and formulating research questions.*

*Working with primary sources and archives.*

*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, Research Grounded Theory, Ethnography, Visual Materials, The Internet, Discourse Analysis, Coding and Analysing Data, Coping with Problems*  
*Preparation for dissertation work.*

## **Learning Activities**

Lectures, reading based seminars, archive visits, opportunities for formative skills development and task based workshops.

## **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 media, cultural and communication research.

