

Liverpool John Moores University

Title: RESEARCH METHODS
Status: Definitive
Code: **6006MASSCO** (110948)
Version Start Date: 01-08-2011

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

Team	Leader
Iqbal Akthar	Y

Academic Level: FHEQ6
Credit Value: 24.00
Total Delivered Hours: 36.00
Total Learning Hours: 240
Private Study: 204

Delivery Options

Course typically offered: Summer

Component	Contact Hours
Lecture	6.000
Online	24.000
Tutorial	6.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	1 x 2500 word essay	50.0	
Essay	AS2	1 x 2000 research methods portfolio	50.0	

Aims

To enable students to gain knowledge on contemporary mass communications research methods.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate a sound knowledge on the main developments in recent qualitative methods.
- 2 Develop a critical understanding of the application of qualitative and/or quantitative methods in mass communication research.
- 3 Provide a comprehensive study on cultural methodologies.

Learning Outcomes of Assessments

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

REPORT	1
ESSAY	2 3

Outline Syllabus

A comprehensive study of contemporary research methods (qualitative and quantitative methods) in mass communications studies.

Learning Activities

Lectures, tutorials and participation in an e-learning forum.

References

Course Material	Book
Author	McGuigan, J. (ed)
Publishing Year	1997
Title	Cultural Methodologies
Subtitle	
Edition	
Publisher	Sage, London
ISBN	

Course Material	Book
Author	Hine, C.
Publishing Year	2000
Title	Virtual Ethnography
Subtitle	
Edition	
Publisher	Sage, London
ISBN	

Notes

This module consolidates work on the Advanced Diploma and is formative for the BA MAass Communications Programme. It introduces students to different research methods and approaches to critical reading.