

Liverpool John Moores University

Title: TELEVISION RESEARCH PROJECT
Status: Definitive
Code: **6010MEDCUL** (110711)
Version Start Date: 01-08-2011

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

Team	Leader
Clare Horrocks	Y

Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 31.00
Total Learning Hours: 120
Private Study: 89

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	4.000
Seminar	8.000
Tutorial	1.000
Workshop	18.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	3000 word - project report	100.0	

Aims

1. To enable students to develop sophisticated analytical and critical skills in the theoretical analysis of television programming.
2. To encourage students to combine analytical skills developed on other Media and Cultural Studies modules with their programme analysis.
3. To utilise a variety of research methods in order to gain primary data.

Learning Outcomes

After completing the module the student should be able to:

- 1 Develop a high level of presentational skills (both written and oral)
- 2 critically evaluate television in a scholarly and academic manner, acknowledging key theoretical positions and media debate.
- 3 Design, carry out and present a scholarly and innovative piece of independent research in both oral and written form.
- 4 Appraise the results gathered from primary sources and incorporate this within an academic argument.

Learning Outcomes of Assessments

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

Report project 1 2 3 4

Outline Syllabus

1. *Introductory lectures outlining possible key areas of research, and suitable analytical theoretical and methodological tools.*
2. *Group workshops based around the planning of suitable research projects.*
3. *A series of student-led seminars and debates.*
4. *A period of independent research with one-to-one tutorial support.*

Learning Activities

Lectures, tutorials, workshops, seminars.

References

Course Material	Book
Author	Creeber, G.
Publishing Year	2001
Title	The Television Genre Book
Subtitle	
Edition	
Publisher	BFI
ISBN	

Course Material	Book
Author	Machin, D.
Publishing Year	2002
Title	Ethnographic Research for Media Studies

Subtitle	
Edition	
Publisher	Arnold, London
ISBN	

Course Material	Book
Author	Selby, K. & Cowdery, R.
Publishing Year	1995
Title	How to Study Television
Subtitle	
Edition	
Publisher	Macmillan, London
ISBN	

Course Material	Book
Author	Veit, R., Gould, C. & Clifford, J.
Publishing Year	2001
Title	Writing, Reading and Research
Subtitle	
Edition	
Publisher	Pearson Education, Harlow
ISBN	

Course Material	Book
Author	Resse, Gillian
Publishing Year	2007
Title	Visual Methodologies
Subtitle	an introduction to the interpretation of visual materials
Edition	2nd
Publisher	Sage
ISBN	

Notes

A research-based module where students will be able to complete an independent research project on an area of television studies. Students will be expected to work in a collegiate and scholarly manner, deploying a range of research methods. The whole class will debate and discuss the weekly presentations, facilitating fellow students to incorporate feedback and constructive criticism in the production of the final project.