

## Liverpool John Moores University

Title: ADVANCED RESEARCH METHODS  
Status: Definitive  
Code: **6033MEDCUL** (117819)  
Version Start Date: 01-08-2019

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

Team	Leader
Sian Lincoln	Y

**Academic Level:** FHEQ6  
**Credit Value:** 24  
**Total Delivered Hours:** 72  
**Total Learning Hours:** 240  
**Private Study:** 168

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	24
Seminar	24
Workshop	24

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	1,500 word essay	25	
Reflection	AS2	1000 word reflection	25	
Report	AS3	2,500 word report	50	

### Aims

- 1. To enable students to debate and evaluate investigative strategies appropriate for media cultural and communication research.*
- 2. To differentiate and assess the suitability of research methods planning and development of research design*
- 3. To gain experience in original fieldwork through the implementation of*

## *ethnographic practice*

### **Learning Outcomes**

After completing the module the student should be able to:

- 1 Critique media ethnographies both conceptually and methodologically.
- 2 Think reflexively about ethnographic practice.
- 3 Overcome practical problems in empirical research for media, culture and communication studies.

### **Learning Outcomes of Assessments**

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

essay	1
reflection	2
report	3

### **Outline Syllabus**

*We consider the theoretical underpinning and traditional roots of ethnographic research and use a number of classic ethnographic studies of media and culture to make sense of and critique this methodology. We consider how and why ethnography is such an appropriate method in the study of media usage and in what ways ethnographic data can be used to illuminate media cultures. Through practical workshops students develop skills around ethnographic research, data collection and write ups. Students also develop their own ethnographic research proposals in the early part of the semester, then conduct the research 'in the field' for their final ethnographic write-up.*

### **Learning Activities**

This module combines lectures and practical workshops that focus primarily on the practice of ethnographic research in the study of media and culture. Students will take part in formative seminar presentations. We consider ethnographic methodologies such as interviewing and participant observation as well as considering the ethical issues, problems and dilemmas in doing this type of research 'in the field'. The sessions include fieldwork in cultural sites such as gig venues and are very much driven by the students' own ethnographic projects.

### **Notes**

This module consolidates student learning at levels 4 & 5 by focusing on the study, practice and ethics of ethnographic methods with respect to different media

audiences and cultural settings. It allows students to undertake their own research 'in the field' and to critically analyse the usefulness of ethnographic methods within the in the wider qualitative and audience research traditions.