

Liverpool John Moores University

Title: Mass Communication: Research Methods
Status: Definitive
Code: **7002MC** (119721)
Version Start Date: 01-08-2021

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

Team	Leader
Nedim Hassan	Y

Academic Level: FHEQ7
Credit Value: 30
Total Delivered Hours: 78
Total Learning Hours: 300
Private Study: 222

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Seminar	18
Workshop	34

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	PRES	25% Presentation - assigned subject	25	
Essay	ESSAY	50% 4000 word essay set title	50	
Presentation	PRES	25% Presentation - student-defined subject	25	

Aims

To critically evaluate current research and advanced scholarship in Mass Communications

To encourage students to discriminate between established techniques of research which are used to create and interpret knowledge in Mass Communications

*To evaluate methodologies and critique them in order to propose new hypotheses
To support the development of the dissertation research proposal and the
development of students' individual projects*

Learning Outcomes

After completing the module the student should be able to:

- 1 Assess existing methods of research in Mass Communication scholarship
- 2 Critically analyse and respond to debates concerning ethics and risk when undertaking Mass Communications research
- 3 Propose innovative research questions and formulate a research methodology through a critique of existing research in a specific area of Mass Communications

Learning Outcomes of Assessments

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

PRESENTATION	1
ASSIGNED SUBJECT	
4000 WORD ESSAY SET	2
TITLE	
PRESENTATION	3
DEFINED SUBJECT	

Outline Syllabus

*Approaches to Media and Communications Research
The formulation of research questions and methodology
Research ethics and their application to the field of Mass Communications for
academic and professional practice
Critical evaluation of quantitative and qualitative research methods for Mass
Communications with particular emphasis on internet research, media ethnography
and media production*

Learning Activities

Lectures, seminars, use of the VLE and practical workshops.

Notes

This module takes place across the academic year and aims to support students as they prepare for their research dissertation. It is designed so that students will be able to evaluate media research in material studied on other modules as well as to prepare them to adapt and select approaches suitable to their own research investigations. It provides students with the experience of formulating research questions, differentiating between methodological perspectives and debating ethical issues.

