Perspectives on Mass Communication Research Methods

Module Information

2022.01, Approved

Summary Information

Module Code	7006MC
Formal Module Title	Perspectives on Mass Communication Research Methods
Owning School	Humanities and Social Science
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	12
Seminar	18
Tutorial	6

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	1. To enable students to critically evaluate current research methods which are used to create and interpret knowledge in Mass Communications2. To evaluate methodologies and critique them in order to propose new hypotheses3. To support the development of the dissertation research proposal and the development of students' individual projects

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Assess existing methods of research in mass communication scholarship
MLO2	2	Critically analyse and respond to debates concerning ethics and risk when undertaking Mass Communications research
MLO3	3	Propose innovative research questions and formulate a research methodology through a critique of existing research in a specific area of Mass Communications

Module Content

Outline Syllabus	Semiotic analysis; genre analysis; interviews and focus groups; ethnographic research; dissertation preparation and planning; designing a literature review; research ethics
Module Overview	
Additional Information	This module provides students with the experience of formulating research questions, differentiating between methodological perspectives and debating ethical issues. It is crucial for underpinning students' preparation for their dissertations.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	15 minute presentation	30	0	MLO1, MLO2, MLO3
Essay	3000 word essay	70	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Nedim Hassan	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings