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Title: Perspectives on Mass Communication Research Methods
Status: Definitive
Code: **7006MC** (125843)
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:** 36
Total Learning Hours: 300 **Private Study:** 264

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	12
Seminar	18
Tutorial	6

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	A1	15 min project proposal presentation	30	
Essay	A2	3000 word essay	70	

Aims

1. To enable students to critically evaluate current research methods which are used to create and interpret knowledge in Mass Communications
2. To evaluate methodologies and critique them in order to propose new hypotheses
3. 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:

15 minute presentation	1	2	3
3000 word essay	1	2	3

Outline Syllabus

Semiotic analysis; genre analysis; interviews and focus groups; ethnographic research; dissertation preparation and planning; designing a literature review; research ethics

Learning Activities

Lectures, Seminars and Tutorials

Notes

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.