

MODULE SPECIFICATION FORM

Module Title: Professional & Academic Research Methods	Level: 5	Credit Value: 20
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Module code: HUM542	Cost Centre: GAJM	JACS3 code: P300/P500
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Trimester(s) in which to be offered: 2	With effect from: September 2014
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Office use only: To be completed by AQSU:	Date approved: September 2014 Date revised: - Version no: 1
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Existing/New: New	Title of module being replaced (if any):	This replaces 20 credits of HUM 514 Integrated Media Communications, which has been reduced from 40 to 20 credits
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Originating Academic Department: Creative Industries	Module Leader: Angela Ferguson
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Module duration (total hours): 200	Status: core/option/elective Core (identify programme where appropriate):
Scheduled learning & teaching hours: 48	
Independent study hours: 152	
Placement hours: 0	

Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications	Pre-requisites per programme (between levels):
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Module Aims: This module aims to build on academic study skills gained at level 4 and to introduce research skills appropriate for both academic and industry purposes. Such research skills will help to equip students for both academic work and work on live projects, as well as their future careers. Students will also build on their journalism skills to both research and write a news feature on a topic to be agreed with their tutor.

Intended Learning Outcomes:

At the end of this module, students will be able to ...

1. Demonstrate knowledge of how researchers and journalists working in the media conduct research in order to produce print or broadcast material (K5 and K6)
2. Apply the basic principles of research, in terms of primary and secondary material and quantitative and qualitative research, including knowledge of techniques used to conduct primary research, eg focus groups, questionnaires (K5 and K6)
3. Apply journalistic research skills accrued during this module in order to research an original feature article (K5 and K6)
4. Reflect on and critically analyse work produced during the course of this module, ensuring this work is underpinned by way of reference to academic and industry knowledge and current thinking in this subject area (K9)

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self management)
10. Numeracy

Assessment:

Assessment 1 - Students will be required to undertake a small piece of primary research and some secondary research into a chosen broadcasting, journalism or media communications-related topic, using the research knowledge they have learnt to date. The topic can be chosen by the student, subject to the constraints previously mentioned and to the approval of the tutor. Students will also write a critical reflection on their learning through the module as part of this assignment.

Assessment 2 - For the second assignment, students will produce a portfolio which will include a brief for a feature idea, the feature itself, a reflective journal demonstrating their learning journey through the course of researching and producing the feature and a piece of critical reflection on this assignment.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	2, 4	Essay	50%		2000
2	1, 3, 4	Portfolio	50%		2000

Learning and Teaching Strategies:

The module will be delivered using a combination of lectures, presentations, seminars, practical workshop sessions, project supervision, individual tutorials and guided learning to support the lecture, seminar and workshop content. External speakers from academia and the media industry will be used to add extra content and specialism to lectures.

Syllabus outline:

The syllabus will cover:

- Academic Study Skills – building on those gained at level 4 to equip students with a broader knowledge of critical analysis and reflective writing, note taking skills, academic writing, development of ideas and arguments, referencing and plagiarism
- Academic research techniques, introducing quantitative and qualitative research and how to decide on the most suitable research methods
- Professional research techniques, including creativity in devising ideas for media products and how best to research them
- Presenting research information
- Reflective practices in identifying the most interesting and relevant information and honing this throughout the editorial process
- Feature writing skills – this module will build on feature writing skills delivered through the HUM412 Groundfloor Journalism module, focusing on this particular form of journalism. Students will select a suitable local news-related topic, subject to the approval of the tutor, which they will then go out into the field to research in order to produce a written feature.

Bibliography:

Essential reading:

Blaxter, L. Hughes, C. and Tight, M. (2010), *How To Research*. 4th ed. Maidenhead: Open University Press.

Hicks, W. (2008), *Writing for Journalists*. 2nd ed. London: Routledge.

Pulford, C. (2001), *JournoLISTS*. Banbury: Ituri.

Randall, D. (2011), *The Universal Journalist*. 4th ed. London: Pluto Press.

Other indicative reading:

www.bbc.co.uk/journalism

www.holdthefrontpage.co.uk

www.newsrewired.com

www.theguardian.com/media