

MODULE SPECIFICATION PROFORMA

Module Title:	Professional & Academic Research Methods	Level:	5	Credit Value:	20
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Module code:	HUM542	Is this a new module?	No	Code of module being replaced:	N/A
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Cost Centre(s):	GAJM	JACS3 code:	P300/P500
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With effect from:	November 16
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School:	Creative Arts	Module Leader:	Stephen Kenyon-Owen / Sally Harrison
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Scheduled learning and teaching hours	48 hrs
Guided independent study	152 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered	Core	Option
BA (Hons) Broadcasting, Journalism and Media Communications	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

Pre-requisites
None

Office use only

Initial approval: September 14

APSC approval of modification: November 16

Version: 2

Have any derogations received SQC approval?

Yes No N/A

If new module, remove previous module spec from directory?

Yes No

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

Key skills for employability

- KS1 Written, oral and media communication skills
- KS2 Leadership, team working and networking skills
- KS3 Opportunity, creativity and problem solving skills
- KS4 Information technology skills and digital literacy
- KS5 Information management skills
- KS6 Research skills
- KS7 Intercultural and sustainability skills
- KS8 Career management skills
- KS9 Learning to learn (managing personal and professional development, self-management)
- KS10 Numeracy

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

Key Skills

At the end of this module, students will be able to		Key Skills	
1	Demonstrate knowledge of how researchers and journalists working in the media conduct research in order to produce print or broadcast material	KS5	KS6
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	KS5	KS6
3	Apply journalistic research skills accrued during this module in order to research an original feature article	KS5	KS6
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	KS9	

Transferable skills and other attributes

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Derogations
None

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 in order to produce a literary survey and analysis of research methods that may serve as the basis of a Case Study at Level 6. The topic can be chosen by the student, subject to the constraints previously mentioned and to the approval of the tutor.

Assessment 2 - For the second assignment, students will produce a portfolio which will include a detailed plan for a broadcast feature idea, 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), <i>How To Research</i> . 4 th ed. Maidenhead: Open University Press. Hicks, W. (2008), <i>Writing for Journalists</i> . 2 nd ed. London: Routledge. Pulford, C. (2001), <i>JournoLISTS</i> . Banbury: Ituri. Randall, D. (2011), <i>The Universal Journalist</i> . 4 th ed. London: Pluto Press.
Other indicative reading
www.bbc.co.uk/journalism www.holdthefrontpage.co.uk www.newsrewired.com www.theguardian.com/media