

Nottingham Trent University

Module Specification

	Basic module information	
1	Module Title:	Researching media and culture
2	Module Code:	MCLT20212
3	Credit Points:	20
4	Duration:	Second Half Year
5	School:	Arts and Humanities
6	Campus:	Clifton
7	Date this version first approved to run:	September 2013

8 Pre, post and co-requisites:

These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session

<u>Pre, Co, Post</u>	<u>Module Code</u>	<u>Module Title</u>
Pre	MCLT13011	Understanding Media and Culture
Co	MCLT20112	Theorising Media and Culture

9 Courses containing the module

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
2	Elective	FT	MCLT101	BA (H) Media with pathways
2	Elective	PT	MCLT102	BA (H) Media with pathways
2	Elective	FT	HUMA007	BA (H) Communication & Society and Media
2	Elective	FT	HUMA015	BA (H) English and Media
2	Elective	FT	HUMA022	BA (H) European Studies and Media
2	Elective	FT	HUMA032	BA (H) Global Studies and Media
2	Elective	FT	HUMA037	BA (H) History and Media
2	Elective	FT	HUMA041	BA (H) Linguistics and Media
2	Elective	FT	HUMA043	BA (H) Media and International Relations
2	Elective	FT	HUMA044	BA (H) Media and Philosophy
2	Elective	FT	HUMA047	BA (H) Media and Film & TV
2	Elective	SW	MODL013	BA (H) French and Media
2	Elective	SW	MODL026	BA (H) German and Media
2	Elective	SW	MODL038	BA (H) Italian and Media
2	Elective	SW	MODL057	BA (H) Spanish and Media

10 Overview and aims

Building on the multidimensional approach developed in MCLT20112, the module provides a grounding in some key empirical methods and analytical approaches in media and cultural studies. The twofold aim is to enable students to produce meaningful original research during the course of the module, and to gain greater understanding of the types methods upon which they might draw during the course of a Media dissertation.

11 Module content

The module will introduce a range of methods alongside case studies highlighting particular aspects of media and culture that have been examined through the use of these methods. Consideration will also be given to wider theoretical and methodological issues as appropriate. The module will cover well established methods for the analysis of media texts (such as critical discourse analysis) and media production and consumption (such as ethnography). It will also address more recent developments in media methods which may include, for example, memory studies, and visual and virtual ethnography.

The module will offer practical experience in the use of these methods in the production of original research, as well as locate them in their appropriate critical traditions and contexts.

12 Indicative reading

Deacon, David et al (2007) *Researching Communications: A Practical Guide To Methods in Media and Cultural Analysis*. London, Hodder Arnold.

Devereux, Eoin (2007) *Understanding the Media* 2nd ed. London, Sage.

Fairclough, Norman (2010) *Critical Discourse Analysis: The Critical Study of Language*. Harlow, Longman.

Mayer, Vicki et al (eds) (2009) *Production Studies: Cultural Studies of Media Industries*. Abingdon, Routledge.

Pickering, Michael (ed.) (2008) *Research Methods for Cultural Studies*. Edinburgh, Edinburgh University Press.

Stokes, Jane (2011) *How to Do Media and Cultural Studies* 2nd ed. London, Sage.

13 Learning outcomes

Learning outcomes describe what you should know and be able to do by the end of the module

Knowledge and understanding. After studying this module you should be able to:

- Identify and articulate a range of methods appropriate to intermediate level study of media and culture
- Apply these methods to a range of media forms
- Demonstrate awareness of the relationship between theory and practice
- Explain the strengths and drawbacks of particular methods

<ul style="list-style-type: none"> • Situate these methods in the research traditions from which they have developed
Skills, qualities and attributes. After studying this module you should be able to:
<ul style="list-style-type: none"> • Demonstrate the ability to formulate logical and coherent arguments • Demonstrate the ability to understand, explore and evaluate theoretical arguments • Demonstrate developing oral and written communication skills • Demonstrate developing skills in teamwork and joint planning and research • Demonstrate competent IT skills appropriate to the module • Demonstrate developing resourcefulness, self-motivation and time-management. • Demonstrate developing research, analytical, and interpretative skills

14	Teaching and learning <i>Range of modes of direct contact</i> This indicates the range of direct contact teaching and learning methods used on this module, e.g. lectures, seminars
	Lecture and seminar
	Total contact hours: 39
	<i>Range of other learning methods</i> This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research
	Further reading and e-learning will be made available on NOW
	Total non-contact hours: 161

15	Assessment methods
This indicates the type and weighting of assessment elements in the module	
<u>Element number</u>	<u>Weighting</u> <u>Type</u> <u>Description</u>
1	100% Coursework Project
Diagnostic/formative assessment	

This indicates if there are any assessments that do not contribute directly to the final module mark
Participation and engagement in seminar work and workshops on a group and an individual basis
Further information on assessment This section provides further information on the module's assessment where appropriate

Document management												
16	Module Title:	Researching media and culture										
17	Module Code:	MCLT20212										
18	Subject (JACS) Code	P300										
19	Cost Centre	145										
20	School:	AAH										
21	Academic Team	ECM										
22	Campus	2 (Clifton)										
23	Other institutions providing teaching	<i>Please complete in box 23 a-d - if applicable</i>										
		<table border="1"> <thead> <tr> <th>Institution</th> <th>%</th> </tr> </thead> <tbody> <tr> <td>23a Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU</td> <td></td> </tr> <tr> <td>23b Other public organisation in the UK- Percentage not taught by NTU</td> <td></td> </tr> <tr> <td>23c Other private organisation in the UK - Percentage not taught by NTU</td> <td></td> </tr> <tr> <td>23d Any other Non-UK organisation - Percentage not taught by NTU</td> <td></td> </tr> </tbody> </table>	Institution	%	23a Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU		23b Other public organisation in the UK- Percentage not taught by NTU		23c Other private organisation in the UK - Percentage not taught by NTU		23d Any other Non-UK organisation - Percentage not taught by NTU	
Institution	%											
23a Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU												
23b Other public organisation in the UK- Percentage not taught by NTU												
23c Other private organisation in the UK - Percentage not taught by NTU												
23d Any other Non-UK organisation - Percentage not taught by NTU												
24	Date this version was formally approved by SASQC/DAG:											