

Module Code:	:	AC-4305		
Module Title:	:	Academic Exercise 1		
Programme	:	Bachelor of Arts		
Type of Module	:	Option		
Modular Credits	:	4	Student Workload:	8 – 10 hours per week
			Contact Hours:	2 hours per week
Prerequisite	:	None		
Anti-requisite	:	None		
Aims :				
This module to provide students with the necessary skills to carry out a supervised pilot study using the research methods commonly found in media and cultural studies. The pilot study will then be used as a starting point for a larger research project in Academic Exercise 2.				
Module Content :				
Weeks 1-7				
<ul style="list-style-type: none"> • Research questions • Literature review and proposal writing • Research methodology (narrative approaches, semiotics; content analysis; genre study; auteur study; ideological study; critical discourse analysis etc.,) • Reliability and validity in media and cultural studies • Data analysis • Presenting results 				
Weeks 9-15				
<ul style="list-style-type: none"> • Pilot study with individual supervisors 				
Assessment :	Examination :	0%	Coursework :	100%
			Test	20%
			Reading assignments (3 x 10%)	30%
			Pilot study	50%
Textbook(s)/References :				
Brennen, B. S. (2012). <i>Qualitative research methods for media studies: An introduction</i> . Oxford: Routledge.				
Davies, M. M., & Mosdell, N. (2006). <i>Practical research methods for media and cultural studies: Making people count</i> . Edinburgh: Edinburgh University Press.				
Stokes, J. (2003). <i>How to do media and cultural studies</i> . London: Sage.				