Course Title: Researching Culture and Media

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### Aims and Objective

This course aims to introduce to students a number of prevalent methods used in studying culture and the media. As a practice-based course, it trains students to identify and appraise the potentials and limitations of the different approaches adopted to study cultural, media and creative artefacts and practices. The course will explore the usage and potentials of these methods, yet at the same time problematize them, keeping in mind the ways how knowledge is produced. Special attention will be given to our role as researchers – the importance of showing respect for the researched Other by recognizing the ethical issues associated with undertaking a cultural research project. This course allows students to apply what they learn in class to other courses in the Media, Cultural and Creative Studies Programme, and to prepare them for more advanced studies in the field.

### Intended Learning Outcomes of the Course

On completion of the course, students should be able to

ILO1. identify and describe a range of methods in cultural, media and creative studies
ILO2. identify the potentials and limitations of a range of methods in cultural, media and creative studies
ILO3. assess and apply appropriate method(s) in their studies
ILO4. assess the suitability and limitations of the method(s) chosen in their studies

### Syllabus

(1) Defining a research topic in cultural, media and creative studies
   - What does it mean to define a research topic
   - Finding ideas and objects for analysis in cultural, media and creative studies
   - Problematizing the research topic with research questions

(2) Ways of doing research in cultural, media and creative studies
   - How do different methods affect how researchers look at a research topic
   - Qualitative methods in cultural, media and creative studies and their differences
   - Contextual approaches and textual approaches
   - Quantitative methods and cultural, media and creative studies

(3) Person research in cultural, media and creative studies
   - How have person research changed cultural, media and creative studies
   - Different methods in person research
   - Person research in examining self and in examining others
   - Creative works as part of person research

(4) Critical examination of methods
   - Problems regarding representation and production of knowledge regarding the Other
   - Ethical inquiry of methods used in research including relationship between the researcher and those researched
   - Literature review and acknowledging the ideas and works of other researchers

### Assessment
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<th>Type of Assessment (Weighting)</th>
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<tr>
<td>Continuous Assessment (100%)</td>
<td>Participation in class (20%)</td>
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<td>Individual paper (25%)</td>
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<td>Individual project (25%)</td>
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<td>Group work (30%)</td>
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**Pre-requisite(s)**
Nil

**Required and Recommended Reading**

Recommended reading/references:


19.6.2018