

MODULE DESCRIPTOR

Module Title

Research in the Creative Industries

| | | | |
|-----------|---------------|-------------|--------|
| Reference | CB3926 | Version | 2 |
| Created | February 2024 | SCQF Level | SCQF 9 |
| Approved | June 2018 | SCQF Points | 30 |
| Amended | April 2024 | ECTS Points | 15 |

Aims of Module

Provide the student with the ability to evaluate issues that impact the creative industries including media, journalism, fashion and digital marketing. To develop an understanding of the processes of academic research and writing as well as competence in appropriate skills and techniques.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Explain the significance and implications of a particular issue which currently impinges on the creative industries.
- 2 Review the academic literature on a specific topic and evaluate relevant theories and approaches.
- 3 Assess the political, cultural and/or technological aspects of the chosen issue as it pertains to the industry, relating it to current developments and trends.
- 4 Demonstrate the ability to source information from a variety of resources and reference correctly.
- 5 Develop an appropriate research methodology to investigate the chosen topic in depth, analyse the findings and present the results in a structured coherent academic report.

Indicative Module Content

This module introduces students to theory and skills appropriate to the creative industries. The module is designed to support the students as they prepare to undertake a research proposal and research project in stage 4. The module introduces mass culture and postmodernism as well as exploring how to develop an aim and objectives; write a literature review; develop a methodology section; discuss findings; search for and reference sources; write an abstract; construct an academic report and develop a reflective narrative. This module aligns with UNESCO ESD competencies in critical thinking, integrated problem solving and self-awareness as students are required to undertake a critical literature review, appropriately apply learned competencies to their work and reflect critically on their own learning and performance.

Module Delivery

The module is delivered using a combination of lectures, tutorials and a lab. This approach allows students to reflect, question and discuss lecture content in the tutorials. They are supported to scope and focus their own report topics in the tutorial sessions.

Indicative Student Workload

| | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours | 25 | N/A |
| Non-Contact Hours | 275 | N/A |
| Placement/Work-Based Learning Experience [Notional] Hours | N/A | N/A |
| TOTAL | 300 | N/A |
| <i>Actual Placement hours for professional, statutory or regulatory body</i> | | |

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

| | | | | | |
|--------------|-------------------------------|------------|------|--------------------|---------------|
| Type: | Coursework | Weighting: | 100% | Outcomes Assessed: | 1, 2, 3, 4, 5 |
| Description: | Individual Written Assessment | | | | |

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

| Module Grade | Minimum Requirements to achieve Module Grade: |
|--------------|--|
| A | The student needs to achieve an A in C1. |
| B | The student needs to achieve a B in C1. |
| C | The student needs to achieve a C in C1. |
| D | The student needs to achieve a D in C1. |
| E | The student needs to achieve an E in C1. |
| F | The student needs to achieve an F in C1. |
| NS | Non-submission of work by published deadline or non-attendance for examination |

Module Requirements

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|--------------------------|-------|
| Prerequisites for Module | None. |
| Corequisites for module | None. |
| Precluded Modules | None. |

INDICATIVE BIBLIOGRAPHY

- 1 BERGER, A., 2018. *Media and communication research methods* 5th ed. London: Sage.
- 2 BRAUN, D., 2017. *Collecting Qualitative Data*. Cambridge: Cambridge University Press.
- 3 BRENNAN, B, 2017. *Qualitative Research Methods for Media Students*. London: Routledge.
- 4 DEACON, D., 2021. *Researching communications: a practical guide to methods in media and cultural analysis*. 3rd ed. London: Bloomsbury
- 5 FIELDING, N., LEE, R. and BLANK, G., 2017. *Sage Handbook of online research methods* 2nd ed. London: Sage.
- 6 STRINATI, D. 2004. *An Introduction to Theories of Popular Culture* 2nd ed. London: Routledge.