

**This Version is No Longer Current**  
The latest version of this module is available [here](#)

## MODULE DESCRIPTOR

### Module Title

Research in the Creative Industries

Reference	CB3926	Version	1
Created	January 2020	SCQF Level	SCQF 9
Approved	June 2018	SCQF Points	30
Amended	August 2018	ECTS Points	15

### Aims of Module

To provide the student with the ability to evaluate issues that are affecting, or are likely to affect the Creative Industries including Media, Communication, Journalism and Fashion. To develop an understanding of the processes of academic research and writing and competence in appropriate skills and techniques.

### Learning Outcomes for Module

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

- 1 Demonstrate the ability to source information from a variety of resources and reference appropriately.
- 2 Explain the significance and implications of a particular issue which currently impinges on the Creative Industries.
- 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 Review the academic literature on a specific topic and evaluate relevant theories and approaches.
- 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

Creative Industries, Fashion, Media, Communication, Journalism: content; management; the professions; regulation; ethics; genres; trends and developments; Literature searching and reviewing; exploring theory; evaluating materials on relevant issues and topics; Research methodologies and approaches in the Creative Industries, Fashion, Media, Communication and Journalism; Academic Writing; Formal Report conventions; Referencing.

### Module Delivery

Lectures (and guest lectures). Workshops incorporating skills development, discussion, labs, student presentations, individual directed guidance for negotiation and agreement of research topic.

**Indicative Student Workload**

	Full Time	Part Time
Contact Hours	24	N/A
Non-Contact Hours	276	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:
<b>A</b>	The student needs to achieve an A in C1.
<b>B</b>	The student needs to achieve a B in C1.
<b>C</b>	The student needs to achieve a C in C1.
<b>D</b>	The student needs to achieve a D in C1.
<b>E</b>	The student needs to achieve an E in C1.
<b>F</b>	The student needs to achieve an F in C1.
<b>NS</b>	Non-submission of work by published deadline or non-attendance for examination

**Module Requirements**

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.