

Module code	GMC702	Level	7
Module title	Media Research Design and Methods		
Status	Core		
Teaching Period	Autumn		
Courses on which the module is taught	MA Global Media and Communications		
Prerequisite modules	none		
Notional learning hours	200	Credit value	20
		ECTS Credits	10
Field trips?	<i>There is a compulsory field trip in the module with no additional costs</i>		
Additional costs	None		
Content notes	This module may include discussions and analyses of sensitive topics such as stereotyping and discrimination in media representations.		

1. Module description

This module equips you with essential skills to critically analyse media and gain a deep rooted understanding of content, technologies and users. Combining theory with practice, you'll learn the fundamentals of research design and ethics. Hands-on workshops will teach you to create effective surveys, conduct insightful interviews, and perform participant observations. You'll also gain proficiency in using cutting-edge digital tools, platforms, and environments tailored for research. Collaborative exercises and group projects will further enhance your ability to apply these skills in real-world scenarios. Benefiting from London's vibrant cultural, media and academic landscape, you will refine your research design techniques through visits to institutions of knowledge and opportunities to engage with leading scholars as well as industry professionals at the forefront of global media activities. This practical and engaging module will equip you with the skills and confidence to successfully lead and complete a media research project from start to finish, both in academic and corporate settings.

2. Learning Outcomes

Upon successful completion of this module, you will be able to:

Innovation (MLO2)

Create feasible research projects and ideas combining intellectual curiosity and creativity.

Communication (MLO5)

Communicate persuasively orally and/or in presenting the research plan and results in multicultural and/or international settings.

Digital Data and Tools (MLO6)

Appraise and utilise digital tools and complex data for media research in professional and social contexts.

Discipline Skills (MLO8)

Combine and employ advanced discipline-specific knowledge, techniques and tools for practical media research.

3. Learning and teaching methods, and reasonable adjustments

The module sessions are composed of interactive hands-on workshops and seminars both with teacher-led and student-led activities aimed at learning various research techniques and understanding media research end-to-end. The exercises are carried out in classroom, on digital platforms, and during the trips to the London academic institutions and in the visits of guest speakers. In teams, individually and as a part of self-study, you will question and analyse media artefacts, their production, ownership and audience practices, search and summarise different secondary sources, collect and analyse primary data for analysis. The supervision sessions in class will help you deepen the tutors' feedback on your research project.

Learning hours			200
Directed learning			48
Workshops/ classes/ seminars/ lead events/supervisions		Studio time	Other
48			
Guided/Self-guided learning			152

Reasonable adjustments will depend on a Student Support Agreement and will acknowledge accrediting body requirements. In urgent or serious situations, reasonable adjustments might be required before the Student Wellbeing & Disability Team has been able to complete a full assessment. This will usually be where a student has a severe or urgent condition and either communicates this condition to a member of staff or their behaviour is suggestive of an adjustment need. Staff may put temporary reasonable adjustments in place to support the student. These adjustments must then be promptly communicated to the Student Wellbeing & Disability Team by the staff member who made the temporary adjustments. The Student Wellbeing & Disability team will capture and confirm appropriate reasonable adjustments (which may include changing the temporary adjustments, adding in other adjustments and outlining the period of time for which they apply) in a Student Support Agreement ('SSA').

4. Assessments and weighting, reasonable adjustment, and feedback methods

Assessment component 1: Research plan, 1600 words (maximum) or equivalent effort, 30%

The research plan outlines the planned research project, including research questions, relevance, literature review, methodology and ethics of the research.

Assessment component 2: Research project, 3000 words (maximum) or equivalent effort, 70%

The research project builds on the assessment 1 (research plan) and presents the results of the research that included collection of the primary data and its analysis.

Mapping of assessment tasks:

Assessment components	LO2	LO5	LO6	LO8
Research plan	X	X		X
Research project		X	X	X

The above assessment components are summative. Students will have the opportunity for formative assessment and feedback before each summative assessment.

5. Indicative resources

Bauer, M. W., & Gaskell, G. (2000). *Qualitative researching with text, image and sound; a practical handbook*. London: SAGE.

Brennen, B.S. (2025). *Qualitative research methods for media studies*. New York: Routledge.

Berger, A. (1998). *Media Research Techniques*. Thousand Oaks, CA: SAGE Publications.

Hansen, A., & Machin, D. (2019). *Media and communication research methods*. London: Red Globe Press.

Fairclough, N. (1995). *Critical Discourse Analysis: the critical study of language*. London and New York: Longman.

Kvale, S. (2009). *Interviews: learning the craft of qualitative research interviewing*. London: Sage.

Punch, K. (2003). *Survey research: the basics*. London: Sage.