

# COMM 7008 MEDIA RESEARCH PROJECT

**Credit Points** 20

**Legacy Code** 102521

**Coordinator** Kate Richards ([https://directory.westernsydney.edu.au/search/name/Kate Richards/](https://directory.westernsydney.edu.au/search/name/Kate%20Richards/))

**Description** This research-focused subject enables students to develop and produce a major work on a convergent media subject and theme, such as: communications and design theories and practices, data visualisation, content creation for convergent media, and digital humanities. The subject will cover methods for designing and implementing an academic or practice-based research project through workshops and exercises. Students may be introduced to techniques for: differentiating appropriate research methodologies; integrating research techniques into the planning and creation of a research project; field research, action research and research-creation; devising a literature review and constructing a logical argument; and critical reading.

**School** Humanities & Comm Arts

**Discipline** Communication and Media Studies, Not Elsewhere Classified.

**Student Contribution Band** HECS Band 4 20cp

Check your fees via the Fees ([https://www.westernsydney.edu.au/currentstudents/current\\_students/fees/](https://www.westernsydney.edu.au/currentstudents/current_students/fees/)) page.

**Level** Postgraduate Coursework Level 7 subject

## Restrictions

Students must be enrolled in a postgraduate program.

## Learning Outcomes

On successful completion of this subject, students should be able to:

1. Use various research methods and processes.
2. Identify the most suitable approach for a given research problem or question in the field of convergent media.
3. Develop a research question and a subsequent research plan.
4. Conduct research based on the research plan and selected methods.
5. Reflect critically upon research findings.
6. Present research findings and outcomes.

## Subject Content

Research methods and processes.

Case studies in convergent media research.

The role of research in convergent media professions.

Establishment of an original research question.

Development of a research plan to include either an academic written essay or practice-based outcome.

Conducting research methods and processes as per research plan.

Presentation of final research outcome.

## Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are

regularly updated, where there is a difference your Learning Guide takes precedence.

| Type                                                               | Length                                                                                                                                          | Percent | Threshold | Individual/<br>Group Task |
|--------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|---------------------------|
| Research Proposal                                                  | 1,200-1,500 words                                                                                                                               | 15      | N         | Individual                |
| Literature Review                                                  | 10,000-12,000 words                                                                                                                             | 25      | N         | Individual                |
| a. Research Report OR<br>b. Practical Research Report and Exegesis | a. 10,000-12,000 words OR<br>b. Written exegesis 3,000 words plus practical convergent media project to be negotiated with the unit coordinator | 60      | N         | Individual                |