Title	**Researching Media Industries**
Location in Course	**Year Two	Unit Five**
Credit Rating	20
Level of Study	5
Contact Hours	https://mycontacthours.arts.ac.uk/

Introduction

This unit you will give you the opportunity to research an area of the contemporary media communications industries. This will enable you to develop detailed knowledge of a specific aspect of the media communications industries and to assess the relationship between that knowledge and relevant theoretical models previously explored on the course. You will have the chance to conduct this research through an in-depth case study on a chosen sector of the media communications industries, e.g. film and television production, press and information services, advertising, public relations, consumer research, telecommunications, to name but a few. As part of the case-study you would have the opportunity to explore your chosen sector through primary research (e.g. personal interviews with media professionals) and secondary research (e.g. by studying company annual reports, professional body code of conduct documents, industry data such as statistical data reports, archival research, etc).

Indicative Content

- Researching the media communications industries and understanding their working practices;
- The rise of micro-entrepreneurship and contract work;
- Sociology of work in the media communications industries - theorising organisational cultures and structures;
- Integrating theoretical analysis with practical knowledge;
- Targeting your desired sector within the media communications industries;
- CV / cover letters / job search strategies;
- Personal branding / Unique Selling points (USP);
- Presentation and interview techniques / pitching ideas.

Learning Outcomes

On completion of this unit you will be able to:

- Generate a critical discussion in which you place the primary and secondary data you have gathered in your case study research activities in the context of the theoretical models and debates you have encountered on the course to date **(Subject Knowledge); (Analysis);**
- Understand and analyse the sociological aspects of a work environment **(Subject Knowledge); (Analysis);**
- Evaluate the usefulness of different research methodologies to the project undertaken in the context of your case study research **(Analysis); (Research);**
- Critically reflect on your case study research, demonstrate professional practice, and show evidence of engagement with the principles of Personal and Professional Development in relation to issues of employability **(Analysis);**

(Personal and Professional Development); Collaborative and/or Independent Professional Working)

For more information about Learning Outcomes, go to **section 2.1: Course Aims** and Outcomes and **Marking criteria website (student version)** http://www.arts.ac.uk/media/arts/study-at-ual/academic-regulations/UG-Marking-Criteria-Matrix-with-Letter-Grades.pdf

Assessment Requirements

This unit is assessed holistically (100% of the unit).

A Professional Industry Practice portfolio which includes:

- An in-class presentation

    AND

- A 3000-word reflective report on your case study research.

For more information about how your assignments are marked, please go to **section 4.0:** Assessment Strategy, particularly holistic and element assessment. You will also receive an assignment brief, which will give you more detail.

Teaching and Learning Methods

- Lectures
- Workshops / seminars
- Industry speakers
- Project tutorials

Essential Reading

Allen, D (2015) *Getting things done: the art of stress-free productivity, Revised Edition,* London: Piatkus

Cottrell, S. (2015) *The Study Skills Handbook*, 5th Edition, Basingstoke: Palgrave Macmillan

Cottrell, S. (2011) *Critical Thinking Skills: developing effective analysis and argument*, 2nd Edition, Basingstoke: Palgrave Macmillan

Coyer, K, Dowmunt, T. Fountain, A. eds (2007) *The Alternative Media Handbook* London, Routledge.

Davies, R. and Sigthorsson, G. (2013) *Introducing the creative industries: From theory to practice*, London: Sage

Demers, C. (2007) *Organisational Change Theories; a Synthesis* London: Sage Publications

Derek, J., Kompare, D. and Santo, A. (eds) (2014) *Making media work: Cultures of management in the entertainment industries*, NY: New York University Press

Deuze, M. (2007) *Media work*, Cambridge: Polity

Deuze, M. (2011) *Managing media work*, LA: Sage

Dwek, C. S. (2000) *Self-theories: Their Role in Motivation, Personality and Development.* Philadelphia, PA: Psychology Press

Figgis, M. (2007) *Digital Film-making* London: Faber

Hesmondhalgh, D. (2013) *The Cultural Industries*, 3rd edition, LA: Sage

Hesmondhalgh, D. and Baker, S. (2011) *Creative labour: media work in three cultural industries*, London: Routledge

Hesmondhalgh, D. and Toynbee, J. (eds) (2008) The media and social theory, London: Routledge

Holt, J. and Perren, A. (eds) (2009) *Media industries: History, theory and method*, Chichester: Wiley-Blakcwell

Mayer, V. Banks, M. and Caldwell, J. (2009) *Production Studies: Cultural Studies of Media Industries* London: Routledge

McGuigan, J. (2010) *Cultural analysis*, London: Sage

Moon, J. (2006) *Learning Journal: A handbook for Reflective Practice and PPD*, London: Routledge

Moon, J. (2000) *Reflection in learning and Professional Development* London: Routledge

Watson, T. (2008) *Sociology of Work and Industry.* Abingdon: Taylor and Francis

Trade Press: Marketing, Broadcast, Campaign Guardian Media Guide

BFI Film and Television Handbook

PACT Directory of Independent Producers

Marking Criteria
Marking criteria website (student version) http://www.arts.ac.uk/media/arts/study-at-ual/academic-regulations/UG-Marking-Criteria-Matrix-with-Letter-Grades.pdf

Using the Library
The Library Services web pages aim to provide quick access to a range of relevant high quality e-resources
http://www.arts.ac.uk/study-at-ual/library-services/

Harvard Referencing

The Harvard Referencing Style on Cite Them Right Online is the standard for all UAL taught courses.

Cite Them Right Online can be accessed via the Library Services database A-Z list: http://arts.ac.libguides.com/az.php