

## COURSE SPECIFICATION DOCUMENT

<b>Academic School/Department:</b>	Communications and The Arts
<b>Programme:</b>	Communications: Advertising & PR Communications: Media Studies Digital Communication & Social Media
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Senior Seminar in Communications 2
<b>Course Code:</b>	COM 6297
<b>Student Engagement Hours:</b>	120
Seminar / Tutorials:	13
Independent / Guided Learning:	107
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 US credits

### **Course Description:**

Senior Seminar in Communications 2 is the second half of the research-intensive course for the major. Building directly on the writing completed in Senior Seminar in Communications 1, students produce a 8,000-10,000 word thesis driven research paper. Students are guided through the various stages of drafting and revising their final dissertation, and orally present their research according to conference standards as part of the formative process.

### **Prerequisites:**

COM 6296 Senior Seminar in Communications 1

### **Aims and Objectives:**

The course aims to help students develop self-directed and more advanced research and writing strategies that reflect a systematic engagement with a key issue related to their specific interests in communications. It also helps facilitate a transition from undergraduate to postgraduate study.

### **Programme Outcomes:**

Communications: Advertising and PR: A6iv, B6iii, B6iv, C6i-iii, D6i, D6ii, D6iv

Communications: Media Studies: A6iv, B6iii, B6iv, C6i-iii, D6i, D6ii, D6iv

Digital Communication and Media Studies: A6i, A6iv, B6i, B6iv, B6v, C6i-v, D6i

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

### **Learning Outcomes:**

- Students should demonstrate the ability to carry through their research design that was begun in Senior Seminar in Communications 1 by using evidence, data and information from a range of primary and secondary sources. Students should present their research findings in an analytical way, revealing their scholarly activities through the use of wide ranging and multiple sources.
- Students should demonstrate their analytical and interpretive skills through this dissertation which is expected to show the development of rational and logical progression of ideas, arguments and evidence. Students should critically assess the information gathered, extend their ability for critical appraisal and consolidate their knowledge of their subject based on work from previous courses.
- Students should demonstrate an understanding of the basic theories that are relevant to their topic as well as utilise explicit and identifiable methodological approaches.
- Student should demonstrate an ability to actively engage in the feedback/editing process in a timely and systematic manner and take responsibility for their own learning and development.
- Students demonstrate the ability to make a coherent and engaging 10-minute oral presentation to their peers in a formal conference-style setting.

### **Indicative Content:**

- Extending Research Sources
- Multiple Draft Writing
- Editing and Proofreading

### **Assessment:**

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

### **Teaching Methodology:**

Course meetings consist of a few interactive group discussions and oral presentations, but weekly meetings primarily revolve around individual tutorial supervision. The course is student-centered, and students are responsible for time and research self-management as well as for their own engagement with their project. Student work is assessed through a variety of ways using both formative and summative approaches. Feedback is intended to help improve student approach to learning and achieve better results.

**Indicative Texts:**

Ball, S. (2012) *The Complete Guide to Writing your Dissertation: Advice, Techniques and Insights to help you enhance your grades*. Oxford: How To Books.

Greetham, Bryan. *How to Write Your Undergraduate Dissertation*, 3<sup>rd</sup> ed. (London: Palgrave, 2019)

Oliver, P. (2012) *Succeeding with your Literature Review: A Handbook for Students*. Maidenhead: Open University Press.

Stokes, Jane. *How to do Media and Cultural Studies*. LA: Sage, 2013 Edition: 2nd ed.

*Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus*

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Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	