



UNIVERSITI TEKNOLOGI MARA

CTF635: DIRECTED STUDIES

Course Name (English)	DIRECTED STUDIES APPROVED
Course Code	CTF635
MQF Credit	3
Course Description	This course exposes undergraduate students to self-directed learning through which they prepare their final year research project (in the form of dissertation or production/creative project). Students choose any topics of their interest so as to conduct a small enquiry or mini investigation that makes an original, intellectual or creative contribution to the field. The course covers the step-by-step approaches to dissertation writing from presenting arguments to conducting research. Its general aim is to expand the student's intellectual faculties and capability for learning and problem solving. The course also provides students with the opportunity to design their own study plan. At the early stage of the course, students are required to write a detailed proposal and upon approval, they are to proceed with the researching and writing stages.
Transferable Skills	Demonstrate the ability to dream, imagine and visualize; Demonstrate ability to apply creative, imaginative and innovative thinking and ideas to problem solving; Demonstrate ability to analyse issues/problems from multiple angles and make suggestions
Teaching Methodologies	Lectures, Field Trip, Workshop
CLO	CLO1 Apply various forms of academic knowledge to their project and synthesize them systematically and coherently CLO2 Develop their critical writing, analytical problem solving, creative and/ or professional skills in organizing and carrying out an independent research project CLO3 Carefully plan and design their project, from identifying a feasible topic, employing research methods to collecting data
Pre-Requisite Courses	No course recommendations
Topics	
1. What is Knowledge? 1.1) Ways of Knowing; The Allegory of the Cave; Belief, Knowledge and Truth; Between Rationalism and Empiricism; What is Argument? What Makes a Good Argument? What is a Theory?	
2. Introduction to Research 2.1) What is Research? We all do research, all the time; Scholarly research is different from everyday research; What is Undergraduate Research Project?; Thesis 'vs' Dissertation; From Research Problem to Research Procedure	
3. Getting Started: Thinking about Art, Media and Culture 3.1) Approaches in the Arts and Humanities; What is Humanities? Humanities 'vs' Social Science; Deciding on a subject/ Considering Research Topic; Choosing and narrowing a topic	
4. Object of Study and Theoretical Framework 4.1) Object of Study: Industries, Texts and Audiences ; Frameworks for Researching Industries -- The Culture Industry and Political Economy; Researching Texts - Representation (Feminism, Marxism, Orientalism), Typological Study (Genre, Auteur and Star), Aesthetics (Semiotics, Realism, Formalism, Postmodernism and Phenomenology); Culturally Specific Frameworks; Researching Audiences – Reception Theory.	

<p>5. STRUCTURING THE DISSERTATION 5.1) Writing the Introduction 5.2) Writing a Good Opening / Introduction; Problem Statements; Research Questions; Objectives of study; Definition of terms; Limitation of study; Significance of study; Hypothesis/ Argument</p>
<p>6. Review of Related Literature 6.1) What is 'the Literature"?; Use of the literature; Information to include in a review; A priority for reviewing the literature; Topics to include in a literature review; Use and application of a theory</p>
<p>7. Research Methodology 7.1) Research design: Qualitative & quantitative approaches; Research Methods – Discourse Analysis, Content Textual Analysis, Interview, Survey Research, Focus Group, Participant Observation, Ethnography, Library and Internet Research; Analyzing Quantitative and Qualitative Data</p>
<p>8. Findings, Analysis and Discussion 8.1) Findings, Analysis and Discussion</p>
<p>9. Scholarly Writing: Style, Punctuation and Mechanics 9.1) Relation of writing and thinking; Establish the habit of writing; Expression, Organization and Style; The voice, the verb tense use, and trimming the fat</p>
<p>10. Formatting and Documentation 10.1) Systems of documentation; Elements of APA Style; The bibliography</p>
<p>11. Editing and Formatting Workshop 11.1) Writing, Revising and Editing</p>
<p>12. Editing and Formatting Workshop 12.1) Writing, Revising and Editing</p>
<p>13. Editing and Formatting Workshop 13.1) Formatting</p>
<p>14. Editing and Formatting Workshop 14.1) Formatting</p>

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Proposal & Mini Exercises	15%	CLO1
	Assignment	Progress Work 1-3	45%	CLO2
	Final Test	Final test	40%	CLO2
Reading List	Recommended Text	<ul style="list-style-type: none"> • Zemach, Rumisek 2006, <i>Academic Writing: From Paragraph to essay</i>, Hueber Max Great Britain • Alice Oshima, Ann Houge 2006, <i>Introduction to Academic Writing</i>, Longman Publishing Group US • Bowden, J 2009, : <i>How to Prepare, Write and Present Really Ef</i>, Ed., , How to Books USA [ISBN:] • Chan, J. F & Lutovich, D 1998, <i>How to write reports and proposals: A self-pa</i>, Advanced Communication Design San Anselmo • Mort, S 1992, <i>Professional Report Writing</i>, Ed., , Gower Publishing Great Britain 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			