



UNIVERSITI TEKNOLOGI MARA

CCI714: RESEARCH METHODS FOR THE CREATIVE INDUSTRIES

Course Name (English)	RESEARCH METHODS FOR THE CREATIVE INDUSTRIES APPROVED
Course Code	CCI714
MQF Credit	3
Course Description	The course exposes students to different forms and styles of academic writing as adopted and practiced in the fields of the arts, humanities, and social sciences. In addition, students will learn a range of research practices and methods, and forms of argumentation within the purview of various disciplines from cultural studies to economics. The course provides students with a sense of how their work relates to broader scholarship and inspires understanding of why studying cultural and creative industries matters.
Transferable Skills	Critical Thinking, Discourse and Communication, Writing and Researching
Teaching Methodologies	Lectures, Blended Learning, Discussion, Presentation, Journal/Article Critique
CLO	CLO1 Demonstrate different approaches of research methodologies, and apply the appropriate ones for their research topic, objectives and questions CLO2 Prepare a cultural or creative industries research proposal systematically and critically in a manner that demonstrates their independence as a researcher and thinker.
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to Knowledge and Research 1.1) N/A	
2. Research Topics and Objects of Analysis: The Cultural/Creative Industries; Audiences; and, Texts 2.1) N/A	
3. Social Sciences Approach: Qualitative vs Quantitative Paradigm; Formulating Hypothesis 3.1) N/A	
4. The Humanities Approach: From Developing Argument to Interpretation 4.1) N/A	
5. Methods of Data Collection and Analysis 5.1) N/A	
6. Theoretical and Conceptual Frameworks in Cultural/Creative Industries Research 6.1) N/A	
7. Dissertation Structure, Chapters and Content 7.1) N/A	
8. Style in Scholarly Writing 8.1) N/A	
9. Punctuation, Mechanics, and Formatting 9.1) N/A	
10. Intext Citations and Referencing Style 10.1) APA style	
11. Case study 11.1) Journal Critic	
12. Case study 12.1) Journal Critic	

13. Seminar Presentation

13.1) N/A

14. Discussion

14.1) N/A

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Proposal Presentation	40%	CLO1
	Assignment	Student are required to submit their research proposal	60%	CLO2
Reading List	Recommended Text	<ul style="list-style-type: none"> • Brandt, C., 2009, <i>Read, research and write</i>, Sage Publications London • Barrett, E. & Bolt., B. (eds). 2010, <i>Practice as research: Approaches to creative arts inquiry</i>, I.B. Tauris London • DiYanni, R. 2007, <i>Writing about the humanities</i>, Prentice-Hall New Jersey 		
	Reference Book Resources	<ul style="list-style-type: none"> • Evans, D., Gruba, P., & Zobel, J. 2014, <i>How to write a better thesis</i>, 3 Ed., Springer International Publishing • Hayot, E. 2014, <i>The elements of academic style: Writing for the humanities</i>, Columbia University Press. New York • Stokes, J. 2003, <i>How to do media & cultural studies</i>, Sage Publications London 		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			