Course Title	:	**Methods in Cultural Research I**
Course Code	:	CUS2403
Recommended Study Year	:	2
No. of Credits/Term	:	3
Mode of tuition	:	Lecture-Tutorial
Class Contact Hours	:	3 hours per week
Category in Major Prog.	:	Core
Prerequisite(s)	:	None
Co-requisite(s)	:	None
Exclusion(s)	:	None

Brief Course Description : This is part I of a two-part course that acquaints students with the study and application of qualitative research methods in cultural studies, focusing specifically on textual methods (e.g. use of texts, images, and narratives in a given cultural context as evidence). The philosophical assumptions and underlying theoretical perspectives in cultural studies are discussed. In all, students will be guided to understand how "meaning" constitutes the major focus of cultural research. *Methods in Cultural Research I* is normally a prerequisite for *Methods in Cultural Research II.*

Aims : (1) To introduce students to qualitative research methods in cultural studies;
(2) To help students acquire the basic research skill of textual methods.

Learning Outcomes : (1) Identify the proper objects of cultural analysis, leading to the formulation of research questions;

(2) Explain the major assumptions and perspectives underlying qualitative cultural research, including the rationales for using it to study cultural phenomena, the types of questions that can and cannot be answered using these methods, and the strengths and limitations of the relevant methods;

(3) Develop online and library skills in searching relevant and appropriate sources, leading to the writing of a proper literature review;

(4) Apply textual methods to study narratives and images in a given cultural context, e.g. content analysis, semiotics, narrative analysis, etc.

Indicative Content	:	Part I. Getting started

Part I.   Getting started
(1) What is cultural research?
(2) Objects of analysis
(3) Meaning and ideology

Part II.   Cultural Research: Fundamentals of Research Design
(1) Deciding on a subject and developing research questions
(2) Combining research methods
(3) Identifying sources and resources
(4) Literature review

Part III.   Textual Methods
(1) Content analysis
(2) Semiotic analysis
(3) Narrative analysis

Teaching Method :
(1) Lectures supplemented with a wide range of multi-media materials as well as sample research to illustrate the nature and characteristics of qualitative cultural research.
(2) Tutorial presentations and discussions on the objects of cultural analysis and key concepts.
(3) Guided group projects to help students practice the skills of textual methods.

Measurement of Learning Outcomes : (*The numbers in brackets indicate corresponding ILOs*)

(1) Exercises require students to identify the proper objects of cultural analysis (1, 2)
(2) Class participation requires students to identify and discuss key concepts (1, 2, 4)
(3) Research proposal requires students to understand the major assumptions and perspectives underlying qualitative cultural research (1, 3, 4)
(4) Final group project requires students to prepare a proper literature review and apply textual methods (3, 4)

Assessment : Students are assessed on the basis of 100% Continuous Assessment with the following grade distribution:

Class participation	[20%]
Exercises	[20%]
Research proposal	[30%]
Final group project	[30%]

<u>Required Readings</u>

1. Stokes, Jane. *How to do Media & Cultural Studies*. London: Sage, 2003.
2. Pickering, Michael, *Research Methods in Cultural Studies*. Edinburgh: Edinburgh University Press, 2008.

<u>Recommended Readings</u>

Berger, Arthur Asa. *Media Analysis Techniques*. Thousand Oaks, Calif. : Sage Publications, 1998.
Chanlder, David, *Semiotics: The Basics*. London: Routledge, 2002.
Daiutte, Collette & Lightfoot, Cynthia (eds.), *Narrative Analysis*. Thousand Oaks, CA: Sage, 2004.
DuGay, Paul et al, *Doing Cultural Studies*. London : Sage publications in association with The Open University, 1997.
Fiske, John, *Media Matters: Everyday Culture and Political Change*. Minneapolis: University of Minnesota Press, 1996.
Floch, Jean-Marie, *Semiotics, Marketing and Communication*. New York: Palgrave, 2001.
Krippendorff, Klaus, *Content Analysis: An Introduction to its Methodology*. Thousand Oaks, CA: Sage, 2004.
Sellnow, Deanna D. *The Rhetorical Power of Popular Culture: Considering Mediated Texts*. London: SAGE, 2010.
Thwaites, Tony and Lloyd Davis. *Tools for cultural studies: An introduction*. South Melbourne: Macmillan, 1996.

Important Notes:
1. Students are expected to spend a total of 9 hours (i.e. 2 hours of class contact and 7 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is "the presentation of another person's work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or evenfootnotes/citations, whether protected by copyright or not, as the student's own work".Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students' understanding of plagiarism, a mini-course "Online Tutorial on Plagiarism Awareness" is available on https://pla.ln.edu.hk/.