

SM6317: RESEARCH PROJECT IN MEDIA STUDIES

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Research Project in Media Studies

Subject Code

SM - School of Creative Media

Course Number

6317

Academic Unit

School of Creative Media (SM)

College/School

School of Creative Media (SM)

Course Duration

Two Semesters

Credit Units

0-6

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to provide a culmination of the student's trajectory through the MACM. In it, the student is required to propose and carry out a small-scale historical and/or critical research project on a topic relevant to the programme, under the supervision of a full-time SCM teaching staff member. The project may be newly initiated, or, with the faculty advisor's approval, a continuation of a previous investigation.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe and apply key concepts and terminology to the analysis of a topic relevant to the field		x	x	x
2	Synthesize significant, humanities-based research using a combination of primary and secondary sources, as well as relevant analytical methods		x	x	x
3	Communicate research results that contribute significantly to the field of media studies		x	x	x

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	No fixed TLA	These activities are determined by the nature of the project, and are part of the initial agreement between the student and the project adviser.	1	
2		Activities normally will involve regular meetings between the student and the adviser.	2	
3		The adviser and the student will agree on a timeline for the project, including target dates for the submission of specific modules of the project (e.g., bibliography, rough draft, completed project).	3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("-" for nil entry)	Allow Use of GenAI?
1	1.1 The project's end result is determined by the nature of the investigation. 1.2 The project outcome normally takes the form of a substantial written essay, including full citations and bibliography. 1.3 Under certain circumstances, the outcome may take the form of a script or other creative writing project, or a creative project involving the use of one or more of the media technologies available to SCM students. Some combination of two or more of these submission formats is also possible.	1, 2, 3	100	The weighting of specific tasks depends on the nature of the project and the agreement between the student and the adviser. There is no standard arrangement.	Yes

Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)**Assessment Task**

Research-based Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Students should demonstrate a postgraduate-level ability to undertake independent research through the application of relevant knowledge and skills, develop coherent and significant research problems, and to carry out that research through well-organized argument and analysis.

Excellent

(A+, A, A-) - Excellent grasp of materials, ability to explain key concepts, assumptions, and debates, demonstrating sound knowledge of the field

- Rich content, exceptional ability to integrate various resources into primary and secondary levels based on demand
- Design and conduct research which is firmly built on thorough knowledge of existing theoretical frameworks
- Evaluative judgments about existing research and demonstrate application of strong critical thinking skills
- Strong ability to approach a text or a theme using a variety of theories and analytical tools
- Strong organization of research findings with effective organization and procedural clarity at the same time demonstrating the importance of the process
- Insightful suggestion of how the research findings may lead to future research

Good

(B+, B, B-) - Firm grasp of materials, ability to explain key concepts and assumptions

- Adequate content, strong ability to integrate various resources into primary and secondary levels based on demand
- Design and conduct research which is built on thorough knowledge of existing theoretical frameworks
- Appropriate judgments about existing research and demonstrate application of critical thinking skills
- Ability to approach a text or a theme using a variety of theories and analytical tools

Fair

(C+, C, C-) - Comprehensive grasp of materials, able to explain key concepts

- Adequate content, fair ability to integrate various resources into primary and secondary levels based on demand
- Design and conduct research which is built on knowledge of theoretical frameworks
- Appropriate judgments about existing research
- Weak ability to approach a text or a theme using a variety of theories and analytical tools

Marginal

(D) - Loose grasp of materials, cannot explain key concepts

- Weak content, with primary and secondary levels
- Design and conduct research which is appropriate for the research objective
- Marginal judgments about existing research
- Poor ability to approach a text or a theme using a variety of theories and analytical tools

Failure

(F) - Poor grasp of materials

- Inadequate content, without primary and secondary levels
- Fail to design and conduct research which is appropriate for the research objective
- Fail to make reasonable judgments about existing research
- Fail to approach a text or a theme using a variety of theories and analytical tools

Assessment Task

Research-based Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Students should demonstrate a postgraduate-level ability to undertake independent research through the application of relevant knowledge and skills, develop coherent and significant research problems, and to carry out that research through well-organized argument and analysis.

Excellent

(A+, A, A-) Excellent ability to undertake independent research through the application of relevant knowledge and skills, develop coherent and significant research problems, and to carry out that research through well-organized argument and analysis.

Good

(B+, B) Good ability to undertake independent research through the application of relevant knowledge and skills, develop coherent and significant research problems, and to carry out that research through well-organized argument and analysis.

Marginal

(B-, C+, C) Marginal ability to undertake independent research through the application of relevant knowledge and skills, develop coherent and significant research problems, and to carry out that research through well-organized argument and analysis.

Failure

(F) Lack of ability to undertake independent research through the application of relevant knowledge and skills, develop coherent and significant research problems, and to carry out that research through well-organized argument and analysis.

Part III Other Information

Keyword Syllabus

There is no set syllabus for the research project. Instead, the subject is organized through principles of guided mentoring, one-on-one discussion and instruction, and collaboration between the student and the faculty adviser.

Normally, the research project is initiated by the student, who develops an idea for a research topic, and then approaches a member of the SCM teaching staff to request that they serve as adviser.

The student and faculty member agree on the terms of the project (i.e., specific topic or theme, work schedule and process, meeting schedule, expected end result), and then consult regularly concerning the project over the course of the semester.

The project is expected to be conceived and executed in its entirety over the course of two semesters.

Reading List

Compulsory Readings

Title	
1	All readings to be arranged through consultation between student and adviser

Additional Readings

Title	
1	Nil