



The Teaching-Research Nexus

A guide for academics and policy-makers
in higher education

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Examples from Australian universities

Media Monitoring Research Assignment

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Broad discipline area:

Arts and Humanities

- Media Studies: Media Theory

Year level:

- First year undergraduate

TRN strategy:

- Designing learning activities around contemporary research and practice issues
- Building small-scale research activities into undergraduate assignments

Teaching and learning context:

- Inquiry-based learning
- Online/blended learning
- Assessment item

Brief description of the initiative:

Students in *International Media Studies* (or, in 2008, titled *Global Media Studies*) taken in the first year of the Bachelor of Media with typical enrolment numbers of 120 (internal and external), conduct a 'Media Monitoring' research assignment. Students collect examples of current media coverage (newspaper, archives, television or radio coverage) over a three to four week time-period to track how the Australian media reports on a nation, cultural group, event or issue occurring outside Australia that requires cross-cultural awareness. Students submit their selection of five to seven annotated examples along with a 500-word commentary on the overall impression presented by the coverage, how it relates to issues in international news services and the media's role in providing knowledge and understanding of cultural diversity in international contexts. This assignment is submitted online by posting on the course Discussion Board Forum, and students are encouraged to read and comment on each other's postings.

This assignment introduces students to research practices as they are:

- involved in data gathering;
- required to accurately document the sources of data collected;
- encouraged to spend time reflecting on the underlying themes represented by the news coverage of their chosen event just as researchers reflect on the meaning of the collected data as part of the research process;
- required to construct an argument based on the collected data.

For further details:

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