

COMM2624 MEDIA 1

RESEARCH AND
BEING A MEDIA
MAKER

PROJECT BRIEF
3

researching + making

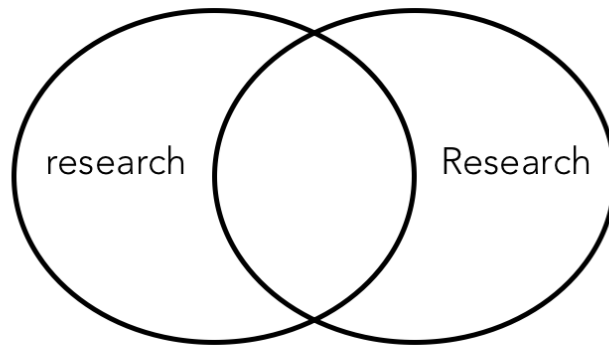
Working between the
Universal AND Specific

RESEARCH IS A CORE MEDIA MAKING SKILL

... not just an 'academic' skill

- talking to people is good but needs to be complemented by reading/researching

RESEARCH / ACADEMIC
RESEARCH



TYPES OF ACADEMIC SOURCES

Remember - our focus here is knowledge produced within Media Studies as an academic discipline

- Academic vs Non-Academic writing and analysis
- Core principles - Refereeing and Referencing
- Abstracts, Introductions, Conclusions and Works Cited/References

Conventional/traditional forms of Academic Publishing include: Books ('monographs'), Edited Collections/Readers, Journal Articles (and Conference Papers, PhD Theses)

INTRODUCING THE LIBRARY



Carlton Library

Building 94, Level 3
23 Cardigan Street, Carlton

[Opening hours for Carlton Library](#)

[Floor plan for Carlton Library \(PDF, 162 KB\)](#)



Swanston Library

Building 8, **Level 6** (entrance has moved to Level 6)

360 Swanston Street, Melbourne

[Opening hours for Swanston Library](#)

LIBRARY
SEARCH

https://www.youtube.com/watch?v=s_f1hLxVwBI

The screenshot shows the RMIT University Library website. At the top, there is a navigation bar with links for RMIT AUSTRALIA, STUDENTS, ALIENS, STAFF, myRMIT, and a Login button. Below this is a secondary navigation bar with links for SCHOOLS, CLUBS & ACTIVITIES, NEWS, EVENTS, LIBRARY, BAPS, and CONTACT & HELP. The main header features the RMIT UNIVERSITY logo and navigation links for Admin essentials, Learning support, Services & facilities, and Work & study opportunities. A search bar is located in the top right corner.

The main content area is titled "Library" and includes a message: "Tuesday 26 April: Access to Library electronic resources may not be possible at the moment. ITS is investigating". Below this is the "LibrarySearch" section with a search input field containing "e.g. keyword" and a search button. There are also "Browse" and "Launch" sections with dropdown menus for "Subject guides" and "Collection guides", and buttons for "Go".

On the right side, there is a vertical menu with links for "Using the Library", "Borrowing and Document Delivery", "Classes and tutorials", "Computers and study rooms", "About the Library", and "News". Below this is a "NEW TO THE LIBRARY?" section with a sub-heading "A FEW TIPS TO GET YOU STARTED" and a list of links: "ARTIFACTS NET AND BUSINESS & MANAGEMENT COLLECTION - DATABASES ON TRIAL NOW!" and "ENDNOTE BEGINNER CLASSES 2018 RESERVE YOUR PLACE NOW".

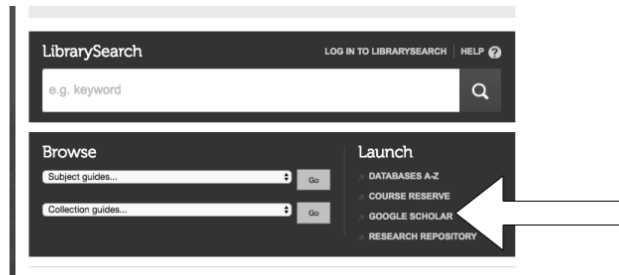
At the bottom left, there is a "Quick links" section with several categories: "RENEWALS AND LOANS", "LIBRARIANS", "HOURS AND LOCATIONS", "REFERENCING AND ENDNOTE", "OTHER LIBRARY CATALOGUES", and "COMPUTER AND ROOM BOOKINGS".

LIBRARY SUBJECT GUIDES



<https://www.youtube.com/watch?v=IXo58MojuKI>

If you use Google Scholar - go through the Library page
-> It means you will be able to
access some 'pay-walled' services



READING ACADEMIC WORK

Assumptions - it isn't a novel or a feature article so don't expect to be able to read it in quite the same way ...

->look for argument, evidence and structure

typical comments - i lose track of what the author is saying and keep having to go back; i gave up after a couple of pages; it had all these specialist terms that meant i just couldn't make sense of it ...

also - thought, not all printed materials (e.g. newspapers, telephone books, a manual) are necessarily meant to be literally read from beginning to end

look for argument and structure (an argument here is the idea of a way of understanding an issue or something in the world supported by some sort of theory and evidence)

Practical Steps

- Download [and print] the article
- Write notes and highlight as you go (keep a copy of citation)
- 'Reading' academic writing requires a different strategy to other kinds of writing i.e. reading key sections (abstract, intro, conclusion); looking at structure ... before plunging in to a beginning to end read.
- Skimming is a necessary/legitimate step of doing it 'properly' (not an indication that you can't!)

-electronic alternatives for
note taking/highlighting
(post as evidence on your
blog)

-skimming to get an overall
picture first before minute.
don't get stuck on

unfamiliar terminology
(highlight to return if
necessary)

GOALS IN TERMS OF 'SUCCESSFUL' READING

- A brief summary of the main ideas of the text
- An evaluation of the text (strengths and limitations in terms of its usefulness for your inquiry)
- Commentary on its relevance for your purpose (e.g. background research on an essay topic OR creative inspiration for a creative/technical skill you are developing)

EXERCISE

Media Studies scholars have been interested in the rise of 'lifestyle television' and its popularity over the past couple of decades. One notable sub-genre has been cooking shows. Find some starting academic references if you were looking at Jamie Oliver, in particular, as an exemplar of the media celebrity chef.

1. Where will you search?
2. What sources would you look at first?
3. Compare some sources: how do you know they are produced by Media Studies academics?
4. From reading abstracts what did you discover about the ways in which media academics talk about Jamie Oliver as an example? (For instance, what other key terms appear to describe the analysis ?