

# BU STUDENTSHIPS 2010

## PROJECT DESCRIPTION

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| <b>Project Title</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| The Philosophy of Media Education.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Outstanding Applicants</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| We are looking for outstanding applicants who will preferably have a good first degree (first or upper-second class) and/or Master degree or an appropriate level of achievement to undertake the following research and evidence of a passion for the subject-matter:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Project Details</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Summary of research project</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| The media has huge influence over people and the societies in which they live. This is a responsibility that needs to be addressed in an active manner. Yet media subjects have a bad press. The discipline is seen as a cop-out, lightweight subject that panders to 'what every teenager wants' (X-Factor etc). Those who work inside the media need to be able to stand outside and be actively critical as a social responsibility. How should this be addressed within the context of media education? This PhD project will explore what Media Education is for – at every level – School, FE and HE. It will explore the epistemological belief of media students and consider what methods could be used to support improvement of their levels of thinking. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Details of research training to be undertaken as part of this project</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| The successful candidate will be expected to take part in all relevant Graduate School sessions, as well as contributing to the annual Postgraduate Researcher conference at BU. The successful candidate will also be expected to attend Media School PGR events and to contribute to the work of other research centres and groups where appropriate.                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Supervisory Team &amp; Research Environment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>School(s)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Media School                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Research Centre</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | The Centre for Excellence in Media Practice.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>First supervisor</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | 1. Prof. Stephen Heppell.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Additional supervisors</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | 2. Dr. Richard Berger.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Recent publications by supervisors relevant to this project</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>An experienced PhD supervisor Prof. Stephen Heppell is one of the UK's leading educationalists. Stephen is a member of BAFTA and in 2009 he was awarded an Outstanding Achievement Award from British Education and Technology Training (BETT). He has acted as an educational consultant all over the world, most recently in Australia and Dubai. His publications include '21st century schools: learning environments of the future', a commission on Architecture and the Built Environment and 'Assessment and new technology: new straightjackets or new opportunities?' in <i>Assessment Futures</i> for the Qualification and Curriculum Authority.</p> <p>Dr. Richard Berger has published widely on the subject of applied adaptation in education and is currently writing two related book proposals for the British Film Institute. Richard is editor of the <i>Media</i></p> |

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|                                                                                                                                           | <p><i>Education Research Journal</i> and has chapters in the forthcoming collections, <i>Redefining Adaptation</i> (Scarecrow Press, 2009) and <i>Adaptation: New Approaches</i> (Fairleigh Dickinson University Press, 2010). In addition, Richard has recently had research published in the journal, <i>Adaptation in Literature and Performance</i>. He has presented papers at international conferences on pedagogy, most recently at ISSOTL at the University of Indiana and has also delivered workshops at CIDA.</p> |
| <b>Informal Enquiries</b>                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| To discuss this opportunity further please contact: <b>Dr. Richard Berger:</b> <a href="mailto:richard@cemp.ac.uk">richard@cemp.ac.uk</a> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>How to Apply</b>                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Information on how to apply can be found on <a href="http://www.bournemouth.ac.uk/studentships">www.bournemouth.ac.uk/studentships</a>    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |