

BU STUDENTSHIPS 2010

PROJECT DESCRIPTION

*Notes: This form must **NOT** exceed three sides of A4 in total – recommended word lengths for each section are indicated in brackets.*

Project Title

The Widening Gender Gap in the Television and Film Industries

Outstanding Applicants

We are looking for outstanding applicants who will preferably have a good first degree (first or upper-second class) and/or or Master degree or an appropriate level of achievement to undertake the following research. Evidence of a passion for the subject-matter is also essential.

Project Details

Relevance of this project to School and University strategy

(maximum 200 words – will be removed for marketing purposes).

This project expands the current Centre for Excellence in Media Practice (CEMP) doctoral portfolio and complements that research in a significant way. In today's media industries, men still dominate senior positions at management level. This is particularly the case at editor and executive editor level in journalism, and in the dominance of male film directors in the cinema industry. While the television/broadcasting sector has seen a slight redress of this imbalance at a senior creative level, there is clearly a long way to go.

CEMP has a remit to promote excellence in media education and that includes widening participation and equality. For example, CEMP has already undertaken research – soon to be published by the DCMS – looking at the needs of students who have returned to education after a period of time and how work-based students can be better supported by both employers and educators.

This PhD project also represents an exciting collaboration with Skillset, the Sector Skills Council, who will co-fund the bursary. This research should complement and contribute to the wider Skillset Research Programme.

Summary of research project - A brief description of the proposed research project (maximum 300 words).

Skillset's suite of workforce surveys has shown a consistent drop out of women aged 35 and over which is disproportionate to that of men, and that fewer women than men have a dependent child. Over the past three years whilst there has been an overall 10% drop in total employment in TV, women appear to have been hit hardest, with their numbers cut by 20% over the same period. The census shows there are 5,300 fewer people working in the sector now, compared with its last study in 2006. In 2006, 55,850 people were working across the sector, compared with 50,550 this year. There is a huge disparity by gender, with 5,000 fewer women working in television and just 300 fewer men. This PhD project will explore the reasons why there has been such a disproportionate exodus of women and what might be done to remedy it in the future.

The researcher will have full access to relevant Skillset data under the supervision and guidance of the Skillset Research Team including the seven Employment Censuses and Workforce

Surveys, the Balancing Children and Work in the Audio Visual Industries study and the 2010 Creative Media Workforce Survey.					
Details of research training to be undertaken as part of this project <i>(maximum 100 words – will be removed for marketing purposes).</i>					
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. The researcher will work closely with Skillset in order to ensure the research complements and contributes to the wider Skillset Research programme, and with Women in Film and TV with whom Skillset works.					
Details of anticipated, fieldwork, laboratory work or exceptional costs and source of funding (e.g. School) <i>(maximum 200 words – will be removed for marketing purposes).</i>					
It is envisaged that this project will include analysis of existing data for example those cited above and will be case-study based, but that will be determined by the supervision team, the PGR and Skillset.					
Supervisory Team & Research Environment					
School(s) (tick all collaborating)					MS
Research Centre	The Centre for Excellence in Media Practice.				
First supervisor	1. Prof. Stephen Heppell.			Number of Research Students currently supervising	4.
Additional supervisors	2. Dr. Richard Berger. 3.				3.
Recent publications by supervisors relevant to this project	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. 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 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 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.				

Additional Information <i>(will be removed for marketing purposes).</i>	
Advertising plans for studentship (where will advertising be targeted)	The CEMP website, findaphd.com as well as the JISC and MeCCSA mailing lists. Skillset will also advertise the opportunity.
Any Research Ethics, Health & Safety considerations	Will work with BU's research ethics committee should any issues arise regarding case-study work.
Full Details of Matched Funding	Skillset will co-fund the bursary at 50%. The successful applicant will split their time between CEMP and the Skillset research team.
Key Words for Marketing Purposes (10 max)	Media Education, Women, Film, TV, Employment, Equality.
Introductory Paragraph for Marketing Purposes (100 words max)	The UK's only Centre for Excellence in Media Practice (CEMP), based at the Media School at Bournemouth University, is engaged in pioneering creative and media education research. We work with a range of industry and education partners to create different ways of accessing higher education, to transform student-learning experiences, to explore new notions of entitlement and to produce masters and doctoral graduates who will shape the future of media education. Skillset has a long-standing reputation for industry endorsed Creative Media industry research. This follows more than a decade of labour market research to inform skills and training for people and businesses to ensure the UK creative media industries maintain their world class position. CEMP with Skillset is seeking to recruit emergent scholars to join a lively and committed doctoral team and is pleased to be able to offer a PhD studentship commencing in Spring 2010.
Informal Enquiries	
To discuss this opportunity further please contact: Dr. Richard Berger: richard@camp.ac.uk	
How to Apply	
Information on how to apply can be found on www.bournemouth.ac.uk/studentships	