

## **Chapter Six**

### **Data Analysis – Media Studies - Discourses of Academic Practice**

#### **6-1 Introduction**

Chapter Six brings together the data analyses related to the ways the participants spoke about the practices of media studies within the context of higher education institutions, discourses of ‘academic practice’ (Becher and Trowler, 2001). This provides some insight into how ‘*things get done*’ and the ways generic higher education practices are instantiated within a ‘*media studies*’ context. The analyses in this chapter primarily address research questions one and two (see Chapter One, Section 1-7).

This chapter moves beyond the ways the participants perceive their professional identities and role and purpose of ‘*media studies*’ and looks at how these discourses interact with some of the discursive practices that constitute an institution of higher education. Institutional practices such as ‘*quality assurance*’, ‘*course design*’ and ‘*assessment*’ are considered alongside the practice implications of the perennial ‘*theory/practice*’ dichotomy in ‘*media studies*’ and a discourse of ‘*out there in the real world*’. There is also an analysis of participants’ perceptions of collegiate practices in relation to a discourse of ‘*new managerialism*’ (Collini,

2012) together with a consideration of the ways academic discursive practices vary across the English higher education sector.

Responses from all participants have been included in the analyses in this chapter.

Whilst media studies academic staff provide the bulk of the responses, useful additional insight was gained by including the perceptions of central university professional staff, media studies graduates and the secondary school headteacher.