MODULE SPECIFICATION

Code: UACAHH-15-3   **Title: Copy Writing**   **Version:** 1

Level: 3   **UWE credit rating:** 15   **ECTS credit rating:** 7.5

Module type: Project

Owning Faculty: CAHE   **Field:** Culture and Media Studies

Faculty Committee approval: **Date:**

Valid from: September 2012   **Discontinued from:**

Contributes towards: Awards up to BA (Hons) Media Culture and Practice, Joint Awards up to BA (Hons) Media and Journalism and BA (Hons) Journalism and Public Relations, and the UWE/TU Dual Award Framework. BA (Hons) Journalism

Pre-requisites: Co-requisites: None

Excluded combinations: None

Learning outcomes:

On successful completion of this module students should be able to demonstrate:

1. An understanding of the forms and practices of different forms of copywriting writing
2. An understanding of rhetoric and the ability to evaluate rhetorical techniques
3. The ability to understand the needs of different clients and audiences in communicative processes
4. The ability to understand the potential of different platforms for copywriting
5. The ailbity to produce copy in accord with different clients, audiences and platforms
6. Develop skills in copy revision and proofreading
7.

Syllabus outline:

This module helps students develop skills in the practice of copywriting. It builds on communications and PR theory to focus on rhetoric and its role in professional copywriting. We analyse and employ the rhetorical techniques involved in a range of copywriting exercises, especially in persuasive and promotional writing.

The module considers how different rhetorical styles may be employed in different environments. Students will learn how different clients from different sectors require different emphases in copy, how audience expectations are understood and catered for, and will understand and analyse how different platforms offer different challenges and opportunities for copywriters. Students will develop a copywriting portfolio throughout the module.

Teaching and learning methods:

Part of the material will be delivered in lectures, though which staff will deliver contextualise modern copywriting in relation to the development of rhetorical techniques, to illustrate the practice of copywriting and to demonstrate the needs of different clients, audiences and platforms. Workshops will be used to further illustrate and discuss points made in lectures, as well as to allow students to develop and hone skills in copywriting with the assistance of a workshop tutor. Readings will be used to illustrate the issues raised each week, to give further insight into the forms and practices of copywriting.

Reading Strategy

Core (essential) reading is required for this module and will be indicated from the outset in the module handbook via the module information on MyUWE or by the module tutors. Additional core readings that facilitate exercises and stimulate discussion (and are brief) may be clearly identified during the run of the module, e.g., a topical news article. Students will be given clear guidance on how to access these readings. Digital access will be the preferred option. Further reading is advisable for this module and students are encouraged to explore additional texts held in the library. These include a wide variety of print and online resources. The Library Service's web pages provide access to subject relevant resources and services, and to the library catalogue. A current list of indicative titles of relevance to the module is given in the module handbook and revised annually. Guidance will be provided about how to access further reading and how students can identify relevant sources for themselves. To support students' development of information literacy skills, academic staff and the subject librarian will regularly review provision and support in line with current reading strategies.

Indicative sources

Atkinson, I. (2011) *Copy. Righter.* London: LID Publishing.

Heinrichs, J. (2010) *Winning Arguments: From Aristotle to Obama - Everything You Need to Know About the Art of Persuasion.* London: Penguin.

Maslen, A. (2009) *Write to Sell: The Ultimate Guide to Great Copywriting.* London: Marshall Cavendish.

Zappala, J. and Carden, A. (2010) *Public Relations Writing Worktext .*London: Routledge.

Assessment

Weighting between components A and B (standard modules only) A: 100%

ATTEMPT 1

First Assessment Opportunity

Component A

Description of each element Element weighting

1. Copywriting portfolio   100%

Second Assessment Opportunity (further attendance at taught classes is not required)

Component A

Description of each element Element weighting

1. Copywriting portfolio   100%

SECOND (OR SUBSEQUENT) ATTEMPT: Attendance at taught classes is required.

Specification confirmed by …………………………………………Date ………………………

(Associate Dean/Programme Director)