University of the
West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Writing in Practice					
Module Code	UPGSKU-30-3		Level	3	Version	1
Owning Faculty	ACE		Field	English		
Contributes towards	BA Hons English with Writing					
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Standard	
Pre-requisites	UPGPPT-30-1 Creativity, Critique and Literature UPGPPU-30-1 Literature and Ideas UPGPPG-30-1 Once Upon a Time UPGPPF-30-1 Beyond the Horizon UPGPPH-30-2 Forms of Reading/Reading Forms UPGPKT-30-2 Occasions for Writing		Co- requisites	UPGPPD-30-3 English Independent Project		
Excluded Combinations			Module Entry requirements			
Valid From	September 2014		Valid to			

CAP Approval Date	11/02/14

Part 2: Learning and Teaching

Learning Outcomes	On successful completion of this module students will be able to: 1. Demonstrate knowledge and understanding of creative, professional and commercial writing practices and ethics. (Component A and B) 2. Demonstrate advanced competence in thinking and writing creatively. (Component B) 3. Demonstrate knowledge and understanding of communication forms and structures, audiences and specific registers. (Component A and B) 4. Demonstrate information technology (IT) skills and the ability to work with and evaluate electronic resources and multimedia platforms. (Component B) 5. Demonstrate advanced conceptual, analytic and communication skills. (Component A and B) 6. Demonstrate knowledge of the personal and professional skills relevant to writing careers. (Component A and B) 7. Demonstrate interpersonal skills of effective listening, persuasion and presentation.(Component A and B) 8. Demonstrate the ability to synthesise independent research with relevant fields of critical debate. (Component B)
Syllabus Outline	This practice-orientated module develops students' professional and commercial writing skills. The module will be delivered in four blocks, each one devoted to the knowledge and production of copywriting, journalistic forms, commentary and review writing and creative writing. The three-hour weekly sessions offer numerous opportunities for the development of students' writing skills, and for formative feedback. Students will showcase their skills and/or artefacts in a final Portfolio. Within each block, industry experts will deliver a series of talks and provide students with formative feedback. UWE Careers staff will also provide talks and guidance sessions throughout the year, including CV workshops.
Contact Hours	There will be a total of 72 contact hours for each student over the course of the module. Teaching will take place in rooms designed for interactive activities including group work and the use of individual computer stations.
Teaching and Learning Methods	Scheduled learning will take place through lectures, workshops and seminars. The delivery will include technical training in tools such as Adobe Desktop Publishing and the Photoshop suite, as well as Website and Weebly training.

Key Information Sets Information	Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.

Key Information Set - Module data

Number of credits for this module | 30

Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300

The table below indicates as a percentage the total assessment of the module which constitutes a -

Written Exam: Unseen written exam, open book written exam, In-class test
Coursework: Written assignment or essay, report, dissertation, portfolio, project
Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam

Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:

Total assessment of the module:

Written exam assessment percentage	35%
Coursework assessment percentage	65%
Practical exam assessment percentage	0%
	100%

| Reading Strategy | Students will be able to access detailed and up-to-date reading lists in the module handbook and on the module Blackboard site.

Students will be expected to buy their own copies of a limited number of essential primary texts.

Further reading will be available through digitised resources on Blackboard and through training in relevant library databases including JSTOR, Literature Online, EEBO, ECCO, Project Muse, MediaHub, British Periodicals, Newsfilm Online and News on Screen.

The library also holds a vast collection of books and ebooks on creative, professional and commercial writing, as well as magazine and newspaper collections that will be instrumental to the students' learning. |
|---|---|

Indicative Reading List	Carroll, B. (2010) *Writing for Digital Media*. London: Routledge.
	Iezzi, T. (2010) *The Idea Writers: Copywriting in a New Media and Marketing Era*. Basingstoke: Palgrave MacMillan.
	Ess, C. (2009) *Digital Media Ethics*. Cambridge: Polity.
	May, S. (2007) *Doing Creative Writing*. London: Routledge.
	McKane, A. (2006) *News Writing*. London: SAGE.
	Sumner, D and G Holly. (2012) *Feature and Magazine Writing: Action, Angle and Anecdotes*. Chichester: John Wiley.
	Treadwell, D. (2005) *Public Relations Writing: Principles in Practice*. London: SAGE.
	Whitaker, W., J. Ramsey, J., and R. Smith. (2009) *Mediawriting: Print, Broadcast, and Public Relations*. New York: Routledge.

Part 3: Assessment

Assessment Strategy	Component A
	In the January exam students will write a Press Release based on a set of readings that they will have to read and synthesise. It will test their knowledge of writing for the public, and their ability to both write accurately and concisely, and to follow ethical guidelines.
	Component B
	1. Students will design and write copy for a webpage promoting the release, or rerelease of a literary text.
	2. Students will complete a Portfolio that demonstrates their understanding of professional, commercial and creative forms of writing. The Portfolio may include: a) an advertisement; b) a creative writing piece; c) a review; d) a newspaper article, and e) a travelogue.

	Component B, Element 2		
Identify final assessment component and element			
		A:	**B**:
% weighting between components A and B (Standard modules only)		**35%**	**65%**

First Sit

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
1. Two-Hour unseen exam	100%
Component B **Description of each element**	**Element weighting** (as % of component)

1. Webpage Design	35%
2. Portfolio (4000 words)	65%

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting** **(as % of component)**
1. Two-Hour unseen exam	100%
Component B **Description of each element**	**Element weighting** **(as % of component)**
1. Webpage Design	35%
2. Portfolio (4000 words)	65%
If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.	