



Module Specification

The Power of Words

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Part 1: Information

Module title: The Power of Words

Module code: UPCNC9-30-0

Level: Level 3

For implementation from: 2021-22

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Frenchay Campus

Field: Cultural Studies

Module type: Standard

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: This module is designed to help students understand the expectations of study in higher education and to introduce them to the study skills and methodological approaches in their chosen discipline and related disciplines

within the field of Cultural Industries. All of these disciplines use the power of words (written or spoken) to analyse and interact with the world, and this shared emphasis of the use of language will be the main focus of the module.

Outline syllabus: The module is divided into several teaching blocks delivered by staff from a variety of disciplines. They will introduce students to the ways in which language is analysed and deployed in individual disciplines, but students will also explore how these different disciplines intersect in their interests and methodologies.

Part 3: Teaching and learning methods

Teaching and learning methods: The use and appreciation of language is also central to an engagement with critical academic sources, and this is the other focus on the module. Library sessions and exercises will give students a solid grounding in research skills and ensure they are familiar with the resources available through the UWE library. Students will learn to find, summarise and assess suitable critical sources.

Teaching will be delivered in a variety of formats, including lectures, small and big group discussions and workshops. The module aims to develop students' ability and confidence to become independent and critical learners.

Module Learning outcomes:

MO1 Appreciate how different disciplines analyse language and use language to analyse the world

MO2 Reference sources correctly in line with a recognised academic referencing system

MO3 Locate, select and summarise suitable critical sources in a variety of formats using the UWE library and other suitable research tools

MO4 Synthesise and summarise lectures and seminar discussions

MO5 Demonstrate effective organisational and time management skills

MO6 Make appropriate and competent use of IT

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/upcnc9-30-0.html) via the following link <https://uwe.rl.talis.com/modules/upcnc9-30-0.html>

Part 4: Assessment

Assessment strategy: The assessment strategy is designed to support and enhance the development of core subject specific skills and transferrable study skills with an emphasis on research skills. Assessment is through coursework and an online test delivered via Blackboard.

Component A: Library assessment

The Library workbook, which students complete over a specified period in their independent study time, and a Blackboard test under controlled conditions test students' ability to conduct basic research using the resources of the UWE library and to observe referencing conventions.

Component B: 4000-word Portfolio

The Portfolio consists of two elements:

A selection of seminar and lecture reports, in which students synthesise the most important points that were discussed in class in a given week. This exercise allows students to demonstrate their engagement with the course content and their ability to select and condense information that was absorbed through listening and reading;

An annotated bibliography, focussed around a critical question related to the

module's content. This exercise will encourage students to develop good research and referencing habits from the start of their academic career.

Assessment components:**Practical Skills Assessment - Component A (First Sit)**

Description: Library assessment - pass/fail

Weighting: 0 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO5, MO6

Report - Component B (First Sit)

Description: 2 weekly topic reports

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5, MO6

Report - Component B (First Sit)

Description: 2 weekly topic reports

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5, MO6

Primary Source Exercise - Component B (First Sit)

Description: Annotated bibliography

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6

Practical Skills Assessment - Component A (Resit)

Description: Library assessment - pass/fail

Weighting: 0 %

Final assessment: No

Group work: No

Learning outcomes tested: MO2, MO3, MO5, MO6

Report - Component B (Resit)

Description: 2 weekly topic reports

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5, MO6

Report - Component B (Resit)

Description: 2 weekly topic reports

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5, MO6

Primary Source Exercise - Component B (Resit)

Description: Annotated bibliography

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

English Language and Linguistics {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons)
2021-22

English Language and Linguistics {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

English and History {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

English and History {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2021-22

Broadcast Journalism {Foundation} [Sep][PT][Bower][8yrs] BA (Hons) 2020-21