Module Specification

The Power of Words

Version: 2023-24, v2.0, 21 Mar 2023

Contents

Part 1: Information

Module title: The Power of Words

Module code: UPCNC9-30-0

Level: Level 3

For implementation from: 2023-24

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: Module

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: See Assessment and Educational Aims

Module Learning outcomes: On successful completion of this module students will achieve the following 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 Demonstrate effective organisational and time management skills

  MO5 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 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.

The Practical Skills Assessment enables students to demonstrate their understanding of the basic requirements for academic writing. The editing task will require students to correctly reference a piece of writing and compile a bibliography in the correct format. This exercise will also encourage students to develop their drafting and editing skills including in relation to structure, presentation and writing in an appropriate academic register. This is intended to ensure students have a secure grasp of the conventions of academic writing.

The Written Assignment will enable students to demonstrate their ability to apply their understanding of the conventions of academic writing to their own work. Students will have a range of options related to their chosen degree programmes and will be required to undertake independent research and reading to produce a piece of academic writing. This task is also designed to support student progression onto their chosen degree programme.

Assessment components:

Practical Skills Assessment (First Sit)
Description: Editing Task
Weighting:
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO4, MO5

Written Assignment (First Sit)
Description: Academic Essay
Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Practical Skills Assessment (Resit)

Description: Editing Task

Weighting:

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Written Assignment (Resit)

Description: Academic Essay

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study: