MODULE SPECIFICATION

Part 1: Information			
Module Title	The Power of Words		
Module Code	UPCNC9-30-0	Level	0
For implementation from	September 2019		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts, Creative Industries and Education	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA(Hons) English Literature BA(Hons) English Literature with Writing BA(Hons) English Language and Literature BA(Hons) English Language & Linguistics BA(Hons) English and History BA(Hons) Creative and Professional Writing BA(Hons) History BA(Hons) Film Studies BA(Hons) Media and Cultural Production BA(Hons) Media Culture and Communication BA(Hons) Broadcast Journalism BA(Hons) Media and Journalism BA(Hons) Journalism and Public Relations		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
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. 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. 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.

Part 3: Assessment: Strategy and Details

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: 1. 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; 2. 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.

Identify final timetabled piece of assessment (component and element)		Component B	
% weighting between components A and B (Standard modules only)		**A:** Pass/Fail	**B:** 100%

First Sit	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Library assessment	**Pass/Fail**
Component B **Description of each element**	**Element weighting**
1. Portfolio (4,000 words)	100%
Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) **Description of each element**	**Element weighting**
1. Library assessment	**Pass/Fail**
Component B **Description of each element**	**Element weighting**
1. Portfolio (4,000 words)	100%

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to:
	1. Appreciate how different disciplines analyse language and use language to analyse the world (Component B);
	2. reference sources correctly in line with a recognised academic referencing system (Components A and B);
	3. Locate, select and summarise suitable critical sources in a variety of formats using the UWE library and other suitable research tools (Components A and B);
	4. Synthesise and summarise lectures and seminar discussions (Component B);

	5. Demonstrate effective organisational and time management skills (Components A and B).
	6. Make appropriate and competent use of IT (Components A and B).
Key Information Sets Information (KIS)	**Key Information Set - Module data**
	Number of credits for this module 30
Contact Hours	The table below indicates as a percentage the total assessment of the module which constitutes a;
	Written Exam: Unseen or open book written exam
	Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test
	Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)
Total Assessment	
Reading List	[UPCNC9-30-0 The Power of Words	UWE Bristol](UPCNC9-30-0 The Power of Words | UWE Bristol)

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

Total assessment of the module:		
Written exam assessment percentage		10%
Coursework assessment percentage		90%
Practical exam assessment percentage		0%
		100%

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First ASQC Approval Date				
Revision ASQC Approval Date	22/05/2019	Version	1 2	*Link to RIA* *Link to RIA 12960*