



Module Specification

Literature and the Marketplace

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Part 1: Information

Module title: Literature and the Marketplace

Module code: UPGND6-30-1

Level: Level 4

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: English

Module type: Standard

Pre-requisites: Literature and Ideas 2020-21

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: The module aims to expand your study of literature beyond academia and to enhance your awareness of the ways in which literature exists as a

cultural product, as a source of popular phenomena, as an unstable entity subject to its readers, and as the repository of shared values.

Outline syllabus: In this module you will be encouraged to think of literature as it interacts with social, cultural and economic trends, paying particular attention to ideas of authorship, canonicity, consumption and reception. Some of the questions addressed on the module are:

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How is literature experienced and consumed by the public?

How does literature interact with other media?

What is the cultural and economic value of literature?

What is the function of the author with respect to his/her texts?

Part 3: Teaching and learning methods

Teaching and learning methods: The module combines a critically- and theoretically-informed approach to these questions with some opportunities for field work and practical tasks.

Module Learning outcomes:

MO1 Demonstrate broad understanding of the relationship between literature and some cultural or commercial institutions.

MO2 Show familiarity with some critical theories related to authorship, canonicity, consumption and reception.

MO3 Show awareness of where and how literature is experienced or consumed by the public.

MO4 Write to a brief in a suitable register.

MO5 Construct a critically informed argument within the conventions of academic essay-writing.

MO6 Show practical understanding of the business environment, values and commercial practices of their chosen cultural industries setting and be able to suggest ways to further enhance them.

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/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: The assessment for this module is designed to help you engage with different forms of writing, one more informal (the report or review) and one more formal (the long essay).

The first assignment consists of a 1500-word report on one of the cultural environments or products visited in semester one, which might include a bookshop, a theatrical production, or a literary event. The aim of the assignment is to encourage you to think about literature in relation to where it is experienced or consumed by the public and to make effective use of the opportunities offered by the field trips and/or visiting speakers. This will give you the opportunity to reflect on the ways in which literature functions in the public sphere and to showcase your understanding of the business environment, values and commercial practices of the cultural industries.

The second assignment is a 2500-word essay that asks you to think and write about the texts, themes and ideas studied on the module in a critically informed manner. Your work will make consistent reference to the critical and theoretical approaches to any one of the module's key topics: authorship, canonicity, consumption and reception. By asking you to write extensively on one topic and to sustain an

argument over the length of the essay, this assignment prepares you for the work you will be asked to complete at levels 2 and 3.

Both assignments are clearly related to the contents and learning activities of the module, so that plagiarism and other assessment offences can be discouraged.

Assessment components:

Written Assignment - Component A (First Sit)

Description: Field trip report.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO4

Written Assignment - Component B (First Sit)

Description: Essay 2500 words

Weighting: 70 %

Final assessment: Yes

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO5

Written Assignment - Component A (Resit)

Description: Field trip report.

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested:

Written Assignment - Component B (Resit)

Description: Essay 2500 words

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested:

Part 5: Contributes towards

This module contributes towards the following programmes of study:

English Literature {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21

English Literature {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21