



## MODULE SPECIFICATION

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	Field	English
Department	Creative & Cultural Industries		
Module type:	Standard		
Pre-requisites	Literature and Ideas 2020-21		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

## STUDENT AND ACADEMIC SERVICES

### Part 2: Description

**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?

**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.

### Part 3: Assessment

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 or review of one of the cultural environments or products examined 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.

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.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B	✓	70 %	Essay 2500 words
Written Assignment - Component A		30 %	This assignment is linked to the field trips on the module.
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Written Assignment - Component B	✓	70 %	Essay 2500 words
Written Assignment - Component A		30 %	This assignment is linked to the field trips on the module.

STUDENT AND ACADEMIC SERVICES

<b>Part 4: Teaching and Learning Methods</b>																	
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th style="text-align: left;"><b>Module Learning Outcomes</b></th> <th style="text-align: left;"><b>Reference</b></th> </tr> </thead> <tbody> <tr> <td>Demonstrate broad understanding of the relationship between literature and some cultural or commercial institutions.</td> <td>MO1</td> </tr> <tr> <td>Show familiarity with some critical theories related to authorship, canonicity, consumption and reception.</td> <td>MO2</td> </tr> <tr> <td>Show awareness of where and how literature is experienced or consumed by the public.</td> <td>MO3</td> </tr> <tr> <td>Write to a brief in a suitable register.</td> <td>MO4</td> </tr> <tr> <td>Construct a critically informed argument within the conventions of academic essay-writing.</td> <td>MO5</td> </tr> </tbody> </table>	<b>Module Learning Outcomes</b>	<b>Reference</b>	Demonstrate broad understanding of the relationship between literature and some cultural or commercial institutions.	MO1	Show familiarity with some critical theories related to authorship, canonicity, consumption and reception.	MO2	Show awareness of where and how literature is experienced or consumed by the public.	MO3	Write to a brief in a suitable register.	MO4	Construct a critically informed argument within the conventions of academic essay-writing.	MO5				
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Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/index.html">https://uwe.rl.talis.com/index.html</a></p>																

<b>Part 5: Contributes Towards</b>
This module contributes towards the following programmes of study: