UWE Bristol | University of the West of England

MODULE SPECIFICATION

Part 1: Information			
Module Title	Genre Fiction: Writing for the Market		
Module Code	UPNNHJ-15-2	Level	Level 5
For implementation from	2021-22		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Faculty of Arts Creative Industries & Education	Field	Linguistics
Department	ACE Dept of Arts & Cultural Industries		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

Educational Aims: See Learning Outcomes

Outline Syllabus: This module will focus on genre fiction. The module will explore what we mean by genre, how genres have evolved, and how different genres sit within the publishing market today. The module will focus on one or more specific genres, such as crime fiction, historical fiction, fantasy, or science fiction. Teaching delivery will involve a mixture of lectures and seminars, while teaching methods will include a variety of learning approaches. These may include reading novels and short extracts of fiction; drawing on theories of genre; exploring different contexts, from the current market to the evolution of genre fiction; in-class writing exercises; and offering critique.

Students may read past and present bestsellers that conform to, and experiment with, generic tenets, as well as postmodern and contemporary experimentations with genre. This module will ground students in the commercial potential of genre fiction, a driving force in publishing, and deepen their understanding of how to write within one or more specific genres, as well as their understanding of essential and transferrable areas of fiction, such as plotting, world building and character.

Teaching and Learning Methods: Scheduled learning: Workshops, lectorials and seminars are at the core of this module's teaching and learning methods. This allows a flexible approach to be taken to combining lecturer input with practical work. This flexible approach also enables students to develop the skills necessary to engage with different modes of learning. The module may require students to work both independently and in small groups on a variety of tasks.

Guidance on work briefs and set reading or tasks will be available either in the module handbook, via the module information on UWE online or through any other vehicle deemed appropriate by the module/programme leaders.

Independent learning Independent study may include a variety of tasks such as written exercises, assignment preparation, and recommended further reading. It will be guided by a clear syllabus outline in the module handbook and preparation questions and/or tasks communicated via Blackboard.

A minimum of 36 hours contact time is provided for this module

Part 3: Assessment

Students are required to submit a portfolio of work that include the outcomes of tasks set during the module. These tasks will be designed to enable students to demonstrate, for the purposes of assessment, the acquisition of skills, knowledge, understanding and/or experience that meets the learning outcomes for the module. The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.

Assessment by portfolio facilitates the curation of a selection of outputs demonstrating a range of ways in which the learning outcomes have been met, typically requiring students to respond to briefs/commissions as well as generating their own creative work and proposals (both of which are vital preparation for professional work).

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	100 %	Assessment by portfolio facilitates the curation of a selection of outputs demonstrating a range of ways in which the learning outcomes have been met, typically requiring students to respond to briefs/commissions as well as generating their own creative work and proposals (both of which are vital preparation for professional work). The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.
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Part 4: Teaching and Learning Methods	3

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:
	Module Learning Outcomes / **Reference** table below

Module Learning Outcomes	Reference
Demonstrate an understanding of what genre is, and how it operates in fiction.	MO1
Engage critically and creatively with ideas and contexts behind genre fiction.	MO2
Experiment with the particular requirements of one or more specific genres in your writing.	MO3
Understand the commercial context of genre fiction today.	MO4
Consider the market position of specific genres within a commercial publishing context.	MO5

Contact Hours	**Independent Study Hours:**	
	Independent study/self-guided study	114
	Total Independent Study Hours:	114
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	36
	Total Scheduled Learning and Teaching Hours:	36
	Hours to be allocated	150
	Allocated Hours	150
Reading List	*The reading list for this module can be accessed via the following link:* https://rl.talis.com/3/uwe/lists/FBB2F2BF-E717-1A15-3C2C-6207EB19D0E9.html?lang=en-GB&login=1	

Part 5: Contributes Towards

This module contributes towards the following programmes of study: