



MODULE SPECIFICATION

Part 1: Information			
Module Title	Specialist Features		
Module Code	UABB3D-30-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Broadcast and Journalism
Department	ACE Dept of Film & Journalism		
Contributes towards	Journalism (Specialist Features) [Sep][FT][Bower][1yr] MA 2020-21		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>This module will introduce students to the specialist field of feature writing across a range of media platforms. It will enable them to develop the skills needed to produce a variety of forms of longform features as well as build up expertise in a specialist area, such as sport, music, fashion, travel or the environment, or business-to-business work.</p> <p>Educational Aims: The focus will also be on equipping students with the key writing skills needed for employment in the fast-moving media industry. The module will focus on developing students' research, interviewing, writing, storytelling and pitching skills across a range of media markets, including print, online and podcasting.</p> <p>Outline Syllabus: Students will be expected to master a range of feature forms, including profiles, colour pieces, news features, investigative stories, issues-based features, lifestyle pieces, think pieces, columns and reviews. They will build a portfolio of original work during the module both for assessment purposes and to show to potential employers. Students will also be</p>

STUDENT AND ACADEMIC SERVICES

encouraged to pitch ideas to appropriate professional publications as a result of the knowledge gained through the module.

Teaching and Learning Methods: Formal lectures and workshops will introduce key aspects of the module. In addition, there will be a range of masterclasses and guest speaker sessions. In addition, students may have the opportunity to attend specialist conferences relevant to the teaching and learning activity.

A series of practical exercises run alongside. These practical assignments are achieved either in a supervised workshop setting or via independent study. They are supported by a series of individual and group tutorials.

Students receive formative feedback via tutorial sessions. They are expected to show initiative, be self-motivated, and committed to developing a professional standard of practice. They must be able to work effectively, both independently and in teams to support each other's learning and development.

A series of workshops and practical exercises will develop and extend knowledge and skills in relation to students' employability plans. Indicative topics are: research and information analysis skills, networking, pitching, preparing for interviews, developing resilience

Part 3: Assessment

The summative assessment is as follows:

Component A: A Portfolio 75%

Students are required to submit a portfolio which will include specific features they have produced during the module. Examples of the specific tasks to be included in the portfolio will be clearly defined in the module handbook. Deadlines will be set at regular intervals during the module.

These may include:

- Topical news feature
- Profile
- Colour piece
- Investigative or issues-based feature
- Think piece
- Pitch to an editor

The portfolio has been designed to enable students to develop and demonstrate for the purposes of assessment their acquisition of the skills, knowledge, understandings and experiences that will enable them to meet the learning outcomes for the module.

It will also enable the student to build and demonstrate their developing professional skills in communicating their work and ideas in appropriate professional formats.

Component A: Essay 25%

Students are required to submit an essay on a topic relevant to the feature writing field. They will negotiate the title with the module leader. This will allow them to demonstrate their media knowledge in an area of interest to them and to show that they have read widely and deeply across the theoretical journalism field. It will enable them to show that they are reflective practitioners.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component A		25 %	Essay

STUDENT AND ACADEMIC SERVICES

Portfolio - Component A	✓	75 %	Portfolio
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Part 4: Teaching and Learning Methods																			
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <table border="1" style="width: 100%;"> <thead> <tr> <th colspan="2" style="text-align: left;">Module Learning Outcomes</th> </tr> </thead> <tbody> <tr> <td style="width: 15%;">MO1</td> <td>Critically analyse the commercial environment for feature/long form writing, including the factors that inform commissioning decisions and the industry processes required to develop and pitch successful features.</td> </tr> <tr> <td>MO2</td> <td>Generate, research and write original features.</td> </tr> <tr> <td>MO3</td> <td>Develop and write a range of features in a professional manner.</td> </tr> <tr> <td>MO4</td> <td>Evaluate and analyse the importance of longform writing within the media industry, including how publications develop audience relationships and driving readership across multi-platforms.</td> </tr> <tr> <td>MO5</td> <td>Critique existing creative work within the field of media production.</td> </tr> </tbody> </table>	Module Learning Outcomes		MO1	Critically analyse the commercial environment for feature/long form writing, including the factors that inform commissioning decisions and the industry processes required to develop and pitch successful features.	MO2	Generate, research and write original features.	MO3	Develop and write a range of features in a professional manner.	MO4	Evaluate and analyse the importance of longform writing within the media industry, including how publications develop audience relationships and driving readership across multi-platforms.	MO5	Critique existing creative work within the field of media production.						
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STUDENT AND ACADEMIC SERVICES

Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p>https://rl.talis.com/3/uwe/lists/437A0B09-41F1-F5D4-3CBB-35E6C57BAEC7.html?lang=en-GB&login=1</p>
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