



Module Specification

Communicating across Contexts

Version: 2026-27, v1.0, Approved

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Part 1: Information

Module title: Communicating across Contexts

Module code: UPNB7F-30-2

Level: Level 5

For implementation from: 2026-27

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: Linguistics

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module focuses on key intersecting dimensions of communication which underpin our real-world professional and social lives and identities, strengthening students' foundations for success as modern graduates.

Features: Not applicable

Educational aims: The module will explore how language is used in a variety of professional contexts, including job recruitment processes and technology-mediated

communication. Students will also consider the communicative complexities within our increasingly global society and analyse the principles, processes, problems and practical strategies behind communicating interculturally. The module will also introduce the rich field of non-verbal communication in relation to the relevant professional, sociocultural and psychological contexts.

Outline syllabus: Topics likely to be covered include: institutional discourse; language of recruitment; business language; culture and identity in a changing world; conceptualising home, space and place; barriers to intercultural communication; cultural, social and psychological dimensions of non-verbal communication; digital and immersive communication.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching and learning will be delivered through a combination of lecture, workshop, seminar, and tutorial formats, as appropriate. Student learning will also be supported by the university's VLE, where teaching slides, reading lists, weekly preparation, discussion boards and lecture recordings are hosted. Students will also be able to access assessment briefs from the start of teaching and will be offered bespoke assessment advice during scheduled teaching time. In addition, students will have regular opportunities to discuss their teaching and learning with the module teaching team, both in-person or online.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Convey ideas and information clearly and persuasively through diverse mediums, adapting to different audiences and purposes.

MO2 Confidently participate in critical discussions, articulating own perspectives, responding to diverse viewpoints, and refining arguments.

MO3 Conduct more in-depth research, effectively managing information from a wider range of sources.

MO4 Enhance skills in producing well-structured and critically engaged written work that demonstrates in-depth analysis of data and effective integration of sources.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/B819640C-A414-B43A-4C41-E76D935443A8.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/B819640C-A414-B43A-4C41-E76D935443A8.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: Assessment will be a portfolio. This is designed to test various learning outcomes and areas of the module curriculum. Students have some choice in the topic, language data and/or format they use.

The portfolio will comprise three elements, including a proposal for a creative output (such as a podcast), the creative output, and an essay. The proposal and creative output test students' understanding of key issues and considerations behind communicating effectively in different contexts. The essay tests students' understanding of relevant concepts and theories and their ability to apply this knowledge systematically in a critical analysis of real workplace communication.

Formative feedback: in advance of the final deadline, students will be offered assessment consultations to discuss their plans, and the opportunity to receive feedback on a plan and/or a partial version of their work.

Assessment tasks:

Portfolio (First Sit)

Description: Portfolio of 3 elements (equivalent 4000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Portfolio of 3 elements (equivalent 4000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

English Language and Linguistics [Frenchay] BA (Hons) 2025-26