



MODULE SPECIFICATION

Part 1: Information			
Module Title	Meaning: Style and Discourse		
Module Code	UPNQ4J-30-1	Level	1
For implementation from	September 2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts, Creative Industries and Education	Field	English
Department	Arts and Cultural Industries		
Contributes towards	BA Hons English Language and Literature BA Hons English Language and Linguistics		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Teaching block 1: Cohesion and coherence Lexical semantics Multimodality Visual semiotics Text patterns, schemas Genre analysis Irony, parody and satire Careers education Presentation skills</p> <p>Teaching block 2: Presentations Grice - maxims Speech act theory Context - micro-macro Discourse - spoken interaction Transcription theory Gender</p>
Part 3: Assessment
Having received input and formative assessment of practical activities relating to features of text in the first

teaching block, students will be asked to produce by around Week 8 a piece of coursework putting into practice the analytical skills they have developed.

Feedback from this will feed directly into the second task, which will be to create and analyse a text in a specific genre relating to an identified career. This will take the form of in-class group presentations at the beginning of the second teaching block. In this way, students are developing further their analytical skills and also being given the opportunity to engage with a creative group task of relevance to a particular occupation, in this way developing team working skills.

Feedback from both tasks will be relevant to the final assessment, which will be to examine students' knowledge of theories covered on the module as a whole.

In this way, the assessment strategy allows for a gradual increase in skills and knowledge relating to this area within a supportive and developmental framework.

Identify final timetabled piece of assessment (component and element)	<i>Component A2</i>	
% weighting between components A and B (Standard modules only)	A:	B:
	50%	50%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting <i>(as % of component)</i>	
1. In-class 15 minute group presentation on creation and analysis of text linked to identified career	50%	
2. 1.5 hour exam on theory across whole module	50%	
Component B Description of each element	Element weighting <i>(as % of component)</i>	
1. Written comparison of texts of 2000 words	100%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting <i>(as % of component)</i>	
1. In-class 15 minute group presentation on creation and analysis of text linked to identified career	50%	
3. 1.5 hour exam on theory across whole module	50%	
Component B Description of each element	Element weighting <i>(as % of component)</i>	
1. Written comparison of texts of 2000 words	100%	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> demonstrate knowledge of the relationship between form and function of language features (component A and component B); demonstrate awareness and skills in analysing how different social and cultural contexts affect the nature of language and meaning, and sensitivity to the affective power of language and appropriateness in language use (component A and component B); 	

	<ul style="list-style-type: none"> • use precisely linguistic and stylistic terminology (component A and component B); • demonstrate understanding of the key principles in discourse analysis (component A, element 2); • demonstrate critical skills in the close reading, description, analysis and production of texts of relevance to a number of careers, for example, advertising, marketing, journalism and copyediting (component A, element 1); • demonstrate knowledge, through independent research, of careers where the production of certain text types is required and the factors determining them (component A, element 1); • demonstrate the ability to create text of a particular genre and analyse its properties in relation to generic conventions and context (component A, element 1); <p>In addition the educational experience may explore, develop and practise <u>but not formally discretely assess</u> the following:</p> <ul style="list-style-type: none"> • the ability to work independently, demonstrating initiative, self-organisation and time management; • the ability to work effectively in a group; • the ability for students to understand better their own learning style, personality and values in order to be in a position to identify their own strengths and weaknesses, and as a result possible suitable careers; • competence in selective reading for and systematic planning of assessed work; • bibliographic skills appropriate to the discipline, including accurate citation of sources and consistent use of conventions in the presentation of scholarly work. <p>Finally, a formative element of the module will be for students to:</p> <ul style="list-style-type: none"> • describe and evidence the skills gained on the module through the creation of a personal action plan relating to skills development with a view to further work at level 2. 																									
<p>Key Information Sets Information (KIS)</p>	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td style="text-align: center;">30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p>	Key Information Set - Module data					<i>Number of credits for this module</i>									30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228	0	300
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<p>Contact Hours</p>																										

Total Assessment	Total assessment of the module:					
	Written exam assessment percentage				50%	
	Coursework assessment percentage					
	Practical exam assessment percentage				50%	
				100%		
Reading List	<p>Indicative Reading List: Additional digital materials are made available through Blackboard.</p> <p>The following list is offered to provide validation panels/accrediting bodies with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, CURRENT advice on readings will be available via other more frequently updated mechanisms.</p> <p>https://uwe.rl.talis.com/lists/1C222633-73A4-2439-1C40-185152BEA054.html</p>					

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First CAP Approval Date	September 2012			
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