






### MODULE SPECIFICATION

Part 1: Information			
Module Title	Occasions for Writing		
Module Code	UPGPST-30-2	Level	2
For implementation from	September 2015		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts, Creative Industries and Education	Field	English
Department	Arts and Cultural Industries		
Contributes towards	Contributes towards: BA (Honours) English; BA (Honours) English Literature; BA (Honours) English with Writing; BA (Honours) English Literature with Writing; BA (Honours) English and History; BA (Honours) English and English Language; BA (Honours) English Language and Literature; BA (Honours) Liberal Arts		
Module type:	Standard		
Pre-requisites	Prerequisite: UPGPPU-30-1 Literature and Ideas OR UPGPPT-30-1 Creativity, Critique and Literature		
Excluded Combinations	None		
Co- requisites	UPGPPH-30-2 Forms of Reading		
Module Entry requirements	None		

<b>Part 2: Description</b>		
<p>The aim of the module is to introduce students to professional and technical forms of writing alongside a range of literary figures whose political, economic and environmental concerns have shaped cultural debates through various forms including speeches, letters, essays and blogs.</p> <p>The module will be delivered through four thematic blocks which may focus on Social and Digital Media; Oration and Speech writing; Creative Non-fiction and Commercial writing.</p> <p>Throughout the module students will be given opportunities, in assessment, to reflect on relevant experience in fields such as copywriting, marketing and reviewing. UWE Careers staff will provide career talks and guidance sessions throughout the module. The students will receive technical training in tools such as Adobe Desktop Publishing that will help them to produce professional pieces of work.</p> <p>In the second semester students will be introduced to relevant professional codes of practice to develop their understanding of the ethics involved in professional writing careers. Throughout the module industry experts will both deliver a series of talks to students and provide formative feedback to students</p>		
<b>Part 3: Assessment: Strategy and Details</b>		
<p>Component A</p> <p>1) Students will write and deliver a short polemical speech on a theme covered during the first 12 weeks of the module.</p> <p>Component B</p> <p>1) This assignment will require students to set up and write a blog during the first seven weeks of the module. They will submit a critical commentary in which they will critically reflect on issues such as design, the writing process, audience and reception.</p> <p>2) The Portfolio tests students' professional writing skills and their understanding of diverse forms such as commercial writing and writing for digital media. It will consist of four elements which may include: a) cultural biography b) a critical review; c) a piece of travel writing; d) a letter, e) a memoir f) a creative writing piece.</p>		
Identify final timetabled piece of assessment (component and element)	Component B2	
<b>% weighting between components A and B (Standard modules only)</b>	<b>A:</b> <b>35</b>	<b>B:</b> <b>65</b>
<b>First Sit</b>		
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Oral presentation (no more than 10 minutes) with supporting documentation	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	
1. Blog and critical commentary (500 words)	35%	
2. Portfolio (3000 words)	65%	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A (controlled conditions)</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>	

1. Two-hour unseen exam	100%																														
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b> <b>(as % of component)</b>																														
1. Blog and critical commentary (500 words)	35%																														
2. Portfolio (3000 words)	<b>65%</b>																														
<b>Part 4: Learning Outcomes &amp; KIS Data</b>																															
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Analyse and critically examine diverse forms of writing. (Component A and B)</li> <li>2. Demonstrate knowledge and understanding of the production and reception of literary and non-literary texts and discourses. (Component A and B)</li> <li>3. Understand genre conventions and the ways in which communication is shaped by questions of authorship, textual production and intended audience. (Component A and B)</li> <li>4. Demonstrate competence in oral communication skills. (Component A)</li> <li>5. Demonstrate creative writing skills. (Component B).</li> <li>6. Demonstrate competence in the planning, drafting and redrafting, and execution of written work. (Component A and B)</li> <li>7. Demonstrate an understanding of a range of digital forms of communication. (Component B)</li> <li>8. Demonstrate an awareness of how writing produces and reflects cultural change and difference. (Component A and B)</li> </ol>																														
Key Information Sets Information (KIS)	<table border="1" data-bbox="534 1451 1442 1839"> <thead> <tr> <th colspan="5" data-bbox="534 1451 1002 1487"><b>Key Information Set - Module data</b></th> </tr> <tr> <td data-bbox="534 1487 673 1523"></td> <td data-bbox="673 1487 833 1523"></td> <td data-bbox="833 1487 1002 1523"></td> <td data-bbox="1002 1487 1161 1523"></td> <td data-bbox="1161 1487 1442 1523"></td> </tr> <tr> <td data-bbox="534 1523 673 1568"></td> <td colspan="3" data-bbox="673 1523 1161 1568"><i>Number of credits for this module</i></td> <td data-bbox="1161 1523 1442 1568" style="text-align: center;">30</td> </tr> <tr> <th data-bbox="534 1568 673 1758">Hours to be allocated</th> <th data-bbox="673 1568 833 1758">Scheduled learning and teaching study hours</th> <th data-bbox="833 1568 1002 1758">Independent study hours</th> <th data-bbox="1002 1568 1161 1758">Placement study hours</th> <th data-bbox="1161 1568 1442 1758">Allocated Hours</th> </tr> <tr> <td data-bbox="534 1758 673 1803" style="text-align: center;">300</td> <td data-bbox="673 1758 833 1803" style="text-align: center;">72</td> <td data-bbox="833 1758 1002 1803" style="text-align: center;">228</td> <td data-bbox="1002 1758 1161 1803" style="text-align: center;">0</td> <td data-bbox="1161 1758 1442 1803" style="text-align: center;">300</td> </tr> </thead> <tbody> <tr> <td colspan="5" data-bbox="534 1803 1442 1839" style="text-align: right;"></td> </tr> </tbody> </table> <p data-bbox="432 1877 1544 1937">The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p data-bbox="432 1966 1544 2054"><b>Written Exam:</b> Unseen or open book written exam <b>Coursework:</b> Written assignment or essay, report, dissertation, portfolio, project or in class test</p>	<b>Key Information Set - Module data</b>											<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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Contact Hours																															

Total Assessment	<b>Practical Exam:</b> Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)			
	Total assessment of the module:			
	Written exam assessment percentage			0%
	Coursework assessment percentage			65%
Practical exam assessment percentage			35%	
			100%	
Reading List	<p><a href="https://uwe.rl.talis.com/lists/2F7D84B8-038B-666E-F805-FBEBAB30E9A6.html">https://uwe.rl.talis.com/lists/2F7D84B8-038B-666E-F805-FBEBAB30E9A6.html</a></p> <p>The reading list for this module (accessible via the link above) includes the texts that will support the students in their learning, but it does not comprise primary readings. These will be either included in a Module Reader (to be purchased from the UWE store) or individual texts the students buy for consistent and detailed use in class and in individual study. For this reason they will need their own copy. Library digitisations will provide access to additional relevant critical sources that will supplement the students' critical and creative work.</p>			

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First CAP Approval Date	11 February 2014			
Revision PER Approval Date	24 May 2018	Version	3	<a href="#">Link to RIA 12612</a>