

ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Advanced Feature Writing				
Module Code	UABN68-30-3		Level	3	Version1.0
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	No
Owning Faculty	ACE		Field	Broadcast and Journalism	
Department	Film and Journalism		Module Type	Project	
Contributes towards	BA (Hons) Journalism BA (Hons) Media and Journalism BA (Hons) Journalism and PR BA (Hons) English and Journalism Taylor’s Dual Award				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	n/a	
First CAP Approval Date	04/02/16		Valid from	September 2016	
Revision CAP Approval Date			Revised with effect from		

Review Date	February 2022
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Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Understand different forms and platforms for feature writing and copywriting (A1) 2. Carry out focused research and interviews using a wide range of methods, databases and sources within accepted legal and ethical constraints (A1) 3. Translate and communicate complicated information, concepts and data for audiences (A1) 4. Produce to a publishable standard a range of feature writing pieces demonstrating an understanding of audience (A1)

Syllabus Outline	Students will build on existing skills and develop new practices to enable them to produce feature material across a range of themes and formats. Students will also
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	develop an appreciation of the needs of audiences and clients so they are able to produce original material to a professional standard.																									
Contact Hours	Contact hours on the module will be scheduled in line with current UWE policy on contact hour requirements. Contact time may also take a synchronous virtual form rather than face-to-face, through the use of email discussion groups, virtual learning environments (VLEs) and other technology-aided means.																									
Teaching and Learning Methods	<p>Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.</p> <ul style="list-style-type: none">Students will be required to attend weekly sessions of 3 hours across the semesters. These sessions will be practice-orientated and may include a lectures, seminar discussions, practical exercises and supervised time to spend on portfolio work. <p>Scheduled learning includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop.</p> <p>Independent learning includes hours engaged with essential reading, case study preparation, assignment preparation and completion etc. These sessions constitute an average time per level as indicated in the table below. Scheduled sessions may vary slightly depending on the module choices you make.</p> <p>Placement learning: may include a practice placement, other placement, year abroad.</p>																									
Key Information Sets Information	<p>Key Information Sets (KIS) are produced at programme level for all programmes that this module contributes to, which is a requirement set by HESA/HEFCE. KIS are comparable sets of standardised information about undergraduate courses allowing prospective students to compare and contrast between programmes they are interested in applying for.</p> <table><tr><th colspan="5">Key Information Set - Module data</th></tr><tr><td colspan="5">Number of credits for this module</td></tr><tr><td colspan="4"></td><td>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>300</td><td>72</td><td>228</td><td>0</td><td>300</td></tr></table> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <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					Number of credits for this module									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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Reading Strategy	<p>Essential reading: any essential reading will be indicated clearly along with the method for accessing it. Essential reading may be supplied as printed copies or made available electronically via Blackboard if this can be done in line with relevant copyright legislation and UWE policy. Essential reading may include not just specific articles but set text books.</p> <p>Further reading: in addition, students will be expected to undertake further reading and viewing from a list of texts and resources. These will be chosen especially to support the module or from topical items identified during the run of the module as well as through their own research. These will help develop students' understanding of the key topics.</p> <p>Access and skills: students will be directed to develop their library access and information skills and encouraged to draw on the support available through the Library Services, including interactive tutorials on finding books and journals, evaluating information and referencing.</p>																								
Indicative Reading List	<p>The following list is offered to provide the validation panels 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 and viewing will be constantly updated and made available to students via other more up to date sources.</p> <p>Atkinson, I. (2011) <i>Copy. Righter</i>. London: LID Publishing.</p> <p>Batty, C. (2010) <i>Media writing: a practical introduction</i>. Basingstoke : Palgrave Macmillan</p> <p>Coward, R. (2013) <i>Speaking Personally: The Rise of Subjective and Confessional Journalism</i>. Basingstoke: Palgrave Macmillan.</p> <p>Heinrichs, J. (2010) <i>Winning Arguments: From Aristotle to Obama - Everything You Need to Know About the Art of Persuasion</i>. London: Penguin.</p> <p>Hennessy, B (1997) <i>Writing feature articles: a practical guide to methods and markets</i>. Oxford: Focal Press</p> <p>Hicks, W et al (2008) <i>Writing for journalists</i> London: Routledge</p> <p>Maslen, A. (2009) <i>Write to Sell: The Ultimate Guide to Great Copywriting</i>. London: Marshall Cavendish</p> <p>Phillips, A. (2007) <i>Good writing for journalists: narrative, style, structure</i> London: Sage Sumner, D, Miller, E, Holly G (2012) <i>Feature & magazine writing: action, angle and anecdotes</i> Chichester: John Wiley</p> <p>Wheeler, S. (2009) <i>Feature Writing for Journalists</i>. London: Routledge</p> <p>Whitaker, W. (2009) <i>Mediawriting: print, broadcast, and public relations</i> New York: Abingdon : Routledge/Taylor and Francis Group</p>																								

Part 3: Assessment	
Assessment Strategy	<p>The assessment strategy develops students' skills in journalistic writing to address a range of different feature genres.</p> <p>These genres may include, but are not limited to, travel, reportage, gonzo, sports, copywriting, fashion and music.</p> <p>The assessment requires students to attempt to cover different genres so they are able to make links between them, build a portfolio of work and stretch their abilities.</p> <p>Genres will be introduced by lectures and followed up in workshops with a regular review of material. Core skills, such as interviewing and research as well as others deemed appropriate, will also be covered in these sessions.</p> <p>Students will be supported to generate ideas and all of the submitted material will be based on their own original research.</p> <p>The assessment is by portfolio made up of the following elements.</p> <p>They will submit short draft stories each covering different genres (Learning outcome 1, 2, 3).</p> <p>Following feedback and further research they then develop three of these into longer final pieces totalling no more than 4,000 words in total with one piece no shorter than 2,000 words (Learning outcome 2, 3, 4).</p> <p>This will test ability to work on long form feature writing to a publishable standard.</p> <p>The final pieces will each be supported by a short pitch to a suitable outlet (Learning outcome 4). These pitches and their drafts will be hosted on a blog maintained by the student over the course of the module which will help chart the development of their learning (Learning outcome 1).</p>

Identify final assessment component and element	A	
% weighting between components A and B (Standard modules only)	A:	B:
	100%	
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1.Portfolio	100%	
Component B Description of each element	Element weighting (as % of component)	
n/a		

Resit (further attendance at taught classes is not required)	
Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Portfolio	100%
Component B Description of each element	Element weighting (as % of component)
n/a	
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.	

