UWE Bristol | University of the West of England

Part 1: Information			
Module Title	Advanced Feature Writing		
Module Code	UABN68-30-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts, Creative Industries and Education	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA(Hons) Broadcast Journalism BA (Hons) Media and Journalism BA (Hons) Journalism and Public Relations BA (Hons) English and Journalism Taylor's Dual Award		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description
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 develop an appreciation of the needs of audiences and clients so they are able to produce original material to a professional standard.
Part 3: Assessment: Strategy and Details
The assessment strategy develops students' skills in journalistic writing to address a range of different feature genres. These genres may include, but are not limited to, travel, reportage, gonzo, sports, copywriting, fashion and music. 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. 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. Students will be supported to generate ideas and all of the submitted material will be based on their own original research. The assessment is by portfolio made up of the following elements. They will submit short draft stories each covering different genres (Learning outcome 1, 2, 3). 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). This will test ability to work on long form feature writing to a publishable standard.

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).

Identify final timetabled piece of assessment (component and element)	**Component A**	
	A:	**B**:
% weighting between components A and B (Standard modules only)	**100%**	

First Sit	

Component A (controlled conditions) **Description of each element**	**Element weighting (as % of component)**
1.Portfiolo	*100%*
Component B **Description of each element**	**Element weighting (as % of component)**
1.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.Portfiolo	*100%*
Component B **Description of each element**	**Element weighting (as % of component)**
1.N/A	

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	On successful completion of this module students will be able to: • Understand different forms and platforms for feature writing and copywriting (A1) • Carry out focused research and interviews using a wide range of methods, databases and sources within accepted legal and ethical constraints (A1) • Translate and communicate complicated information, concepts and data for audiences (A1) • Produce to a publishable standard a range of feature writing pieces demonstrating an understanding of audience (A1)
Key Information Sets Information (KIS)	

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		300	✓

Contact Hours	The table below indicates as a percentage the total assessment of the module which constitutes a; **Written Exam**: Unseen or open book written exam

Total Assessment	**Coursework**: Written assignment or essay, report, dissertation, portfolio, project or in class test **Practical Exam**: 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	100%
Practical exam assessment percentage	0%
	100%

Reading List	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. Atkinson, I. (2011) Copy. Righter. London: LID Publishing. Batty, C. (2010) Media writing: a practical introduction. Basingstoke : Palgrave Macmillan Coward, R. (2013) Speaking Personally: The Rise of Subjective and Confessional Journalism. Basingstoke: Palgrave Macmillan. Heinrichs, J. (2010) Winning Arguments: From Aristotle to Obama - Everything You Need to Know About the Art of Persuasion. London: Penguin. Hennessy, B (1997) Writing feature articles: a practical guide to methods and markets. Oxford: Focal Press Hicks, W et al (2008) Writing for journalists London: Routledge Maslen, A. (2009) Write to Sell: The Ultimate Guide to Great Copywriting. London: Marshall Cavendish Phillips, A. (2007) Good writing for journalists: narrative, style, structure London: Sage Sumner, D, Miller, E, Holly G (2012) Feature & magazine writing: action, angle and anecdotes Chichester: John Wiley Wheeler, S. (2009) Feature Writing for Journalists. London: Routledge Whitaker, W. (2009) Mediawriting: print, broadcast, and public relations New York : Abingdon : Routledge/Taylor and Francis Group Additional digital materials are made available through Blackboard. Further information and guidance on reading lists and digitisation are available at https://intranet.uwe.ac.uk/tasks-guides/Collection/using-readinglists

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First CAP Approval Date	4/2/2016				
Revision CAP Approval Date *Update this row each time a change goes to CAP*	12/12/2017	Version	2	*Link to MIA*	