



MODULE SPECIFICATION

Part 1: Information			
Module Title	Advanced Feature Writing		
Module Code	UABN68-30-3	Level	Level 6
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Broadcast and Journalism
Department	ACE Dept of Film & Journalism		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: 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.</p> <p>Outline Syllabus: See Assessment.</p> <p>Teaching and Learning Methods: See Assessment.</p>

STUDENT AND ACADEMIC SERVICES

Part 3: Assessment

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, environment, gonzo, sports, 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 and interviews.

The assessment is by three separate feature, spaced out across the year-long module, with deadlines in December, February and April. One of these must be a profile (40%), a second must be a topical news feature (30%) and the other either a general feature or an investigative feature or a colour piece (30%).

The two 30% features will be 1000 words each. The 40% feature is 2000 words. Student may choose in which order they submit the two 30% features. The profile (40%) will be the final submission at the end of the module. (Learning outcome 1, 2, 3, 4).

The three pieces will test students' ability to work on longform feature writing to a publishable standard.

Each feature will be supported by a short pitch to a suitable outlet (learning outcome 4). Students must also provide a target publication for each feature.

First Sit Components	Final Assessment	Element weighting	Description
Online Assignment - Component A		30 %	Feature - 1000 words
Online Assignment - Component A		30 %	Feature - 1000 words
Online Assignment - Component A	✓	40 %	Feature - 2000 words
Resit Components	Final Assessment	Element weighting	Description
Online Assignment - Component A	✓	100 %	Feature - 2000 words

Part 4: Teaching and Learning Methods

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

Module Learning Outcomes	Reference
Understand different forms and platforms for feature writing and copywriting	MO1
Carry out focused research and interviews using a wide range of methods, databases and sources within accepted legal and ethical constraints	MO2
Translate and communicate complicated information, concepts and data for audiences	MO3
Produce to a publishable standard a range of feature writing pieces demonstrating an understanding of audience	MO4

STUDENT AND ACADEMIC SERVICES

Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	228
	Total Independent Study Hours:	228
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	72
	Total Scheduled Learning and Teaching Hours:	72
	Hours to be allocated	300
	Allocated Hours	300
Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/uabn68-30-3.html</p>	

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Journalism and Public Relations [Sep][FT][Bower][3yrs] BA (Hons) 2018-19
 English and Journalism [Sep][FT][Frenchay][3yrs] - Not Running BA (Hons) 2017-18
 Broadcast Journalism [Sep][FT][Bower][3yrs] BA (Hons) 2018-19
 Journalism [Sep][FT][Bower][3yrs] BA (Hons) 2018-19
 Journalism and Public Relations {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 Journalism and Public Relations {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 Media and Journalism {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2018-19
 Media and Journalism {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2018-19
 Media and Journalism [Sep][FT][Bower][3yrs] BA (Hons) 2018-19