



MODULE SPECIFICATION

Part 1: Information			
Module Title	Fundamentals of Writing: Non-Fiction and Copy		
Module Code	UPNN6E-30-1	Level	Level 4
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Arts Creative Industries & Education	Field	Linguistics
Department	ACE Dept of Arts & Cultural Industries		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: Narrative non-fiction crosses boundaries, transcends genres and offers writers enormous freedom of expression. This module will nurture that freedom by encouraging students to explore, research, interview and write about a subject (or subjects) of particular interest. This could be – for example – a period of history, a work of art, an interesting life, a personal event, or a scientific discovery. With guidance and assistance from staff, and reference to a number of texts, the choice(s) of subject will typically be made by the individual student.</p> <p>In this module, students will also be introduced to the world of copywriting, or the written words used by advertisers, marketers, bloggers, website builders, social media posters et al. This will begin with a detailed study of how words are used, and of the effect that trends in semiotics and social media has had on the subject. Students will then start to focus on different forms of copy, the importance of headlines, straps and tags, and their use in recruitment, direct mail, billboards, radio, TV, press releases, brochures and other types of collateral.</p> <p>Teaching and Learning Methods: For both the narrative non-fiction and copywriting elements of the module, students will work in workshops and seminars where discussion and interaction is key. They will also be encouraged to work both individually and in small groups as they develop</p>

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their own ideas and individual voices.

A minimum of 72 hours contact time is provided for this module.

Scheduled learning: Workshops, lectorials and seminars are at the core of this module's teaching and learning methods. This allows a flexible approach to be taken to combining lecturer input with practical work. This flexible approach also enables students to develop the skills necessary to engage with different modes of learning. The module may require students to work both independently and in small groups on a variety of tasks.

Guidance on work briefs and set reading or tasks will be available either in the module handbook, via the module information on UWE online or through any other vehicle deemed appropriate by the module/programme leaders.

Independent learning: Independent study may include a variety of tasks such as written exercises, assignment preparation, and recommended further reading. It will be guided by a clear syllabus outline in the module handbook and preparation questions and/or tasks communicated via Blackboard.

Part 3: Assessment

Assessments:

Portfolio 1 (50%)

Portfolio 2 (50%)

Students are required to submit two portfolios of work that will include the outcomes of tasks set during the module. These tasks will be designed to enable students to demonstrate, for the purposes of assessment, the acquisition of skills, knowledge, understanding and/or experience that meets the learning outcomes for the module. The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.

First Sit Components	Final Assessment	Element weighting	Description
Portfolio - Component A		50 %	Portfolio 1 - These tasks will be designed to enable students to demonstrate, for the purposes of assessment, the acquisition of skills, knowledge, understanding and/or experience that meets the learning outcomes for the module. The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.
Portfolio - Component A	✓	50 %	Portfolio 2 - These tasks will be designed to enable students to demonstrate, for the purposes of assessment, the acquisition of skills, knowledge, understanding and/or experience that meets the learning outcomes for the module. The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.
Resit Components	Final Assessment	Element weighting	Description
Portfolio - Component A	✓	50 %	Portfolio 2 - These tasks will be designed to enable students to demonstrate, for the purposes of

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			assessment, the acquisition of skills, knowledge, understanding and/or experience that meets the learning outcomes for the module. The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.
Portfolio - Component A		50 %	Portfolio 1 - These tasks will be designed to enable students to demonstrate, for the purposes of assessment, the acquisition of skills, knowledge, understanding and/or experience that meets the learning outcomes for the module. The word count will be determined by the nature of the tasks set, and a clear indication of word count limits will be included in the module handbook.

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
	Demonstrate knowledge of a range of different forms of narrative non-fiction, for example history, biography, popular science and memoir.		MO1
	Analyse texts, and apply your understanding of the techniques used by authors in the drafting and editing of your own work.		MO2
	Select relevant research and interview techniques, and make appropriate use of the resulting material in your work.		MO3
	Demonstrate knowledge of the fundamental principles of copywriting and the part that copywriting plays in contemporary society.		MO4
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	The reading list for this module can be accessed via the following link:		

	https://rl.talis.com/3/uwe/lists/E4E121D8-485A-EF61-4D77-F89CD57E2AF6.html?lang=en-GB&login=1
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Part 5: Contributes Towards

<p>This module contributes towards the following programmes of study:</p>

<p>Creative and Professional Writing {Foundation} [Sep][PT][Frenchay][8yrs] BA (Hons) 2018-19</p>
