



Module Specification

Fundamentals of Writing: Non-Fiction and Copy

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Fundamentals of Writing: Non-Fiction and Copy

Module code: UPNN6E-30-1

Level: Level 4

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Linguistics

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

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.

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.

Part 3: Teaching and learning methods

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 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.

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

MO1 Demonstrate knowledge of a range of different forms of narrative non-fiction, for example history, biography, popular science and memoir.

MO2 Analyse texts, and apply your understanding of the techniques used by authors in the drafting and editing of your own work.

MO3 Select relevant research and interview techniques, and make appropriate use of the resulting material in your work.

MO4 Demonstrate knowledge of the fundamental principles of copywriting and the part that copywriting plays in contemporary society.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/E4E121D8-485A-EF61-4D77-F89CD57E2AF6.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/E4E121D8-485A-EF61-4D77-F89CD57E2AF6.html?lang=en-GB&login=1>

Part 4: Assessment

Assessment strategy: 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.

Assessment components:**Portfolio (First Sit)**

Description: 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.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4

Portfolio (First Sit)

Description: 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.

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Portfolio (Resit)

Description: 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.

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4

Portfolio (Resit)

Description: 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.

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Creative and Professional Writing [Frenchay] BA (Hons) 2023-24

Creative and Professional Writing (Fiction) [Frenchay] BA (Hons) 2023-24

Creative and Professional Writing (Scriptwriting) [Frenchay] BA (Hons) 2023-24

Creative and Professional Writing (Publishing) [Frenchay] BA (Hons) 2023-24

Creative and Professional Writing (Scriptwriting) {Foundation}

[Sep][SW][Frenchay][5yrs] BA (Hons) 2022-23

Creative and Professional Writing (Scriptwriting) {Foundation}

[Sep][FT][Frenchay][4yrs] BA (Hons) 2022-23

Creative and Professional Writing (Fiction) {Foundation} [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing {Foundation} [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing (Scriptwriting) {Foundation} [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing (Publishing) {Foundation} [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing [Frenchay] BA (Hons) 2023-24

Creative and Professional Writing (Fiction) [Frenchay] BA (Hons) 2023-24

Creative and Professional Writing (Scriptwriting) [Frenchay] BA (Hons) 2023-24

Creative and Professional Writing (Publishing) [Frenchay] BA (Hons) 2023-24

Creative and Professional Writing [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing (Fiction) [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing (Scriptwriting) [Frenchay] BA (Hons) 2022-23

Creative and Professional Writing (Publishing) [Frenchay] BA (Hons) 2022-23