




MODULE SPECIFICATION

Part 1: Information			
Module Title	Applied Science Communication: Online and Media Writing		
Module Code	USSKNP-15-M	Level	M
For implementation from	January 2019		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	Health and Applied Sciences	Field	Applied Sciences
Department	Applied Sciences		
Contributes towards	PG Diploma in Applied Science Communication		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>This module will introduce students to science writing techniques that are suitable for non-academic audiences. It will explore key writing structures and key principles behind non-academic writing with an emphasis on online writing.</p> <p>Over the course of the module, students will consider how to identify a story in scientific research, key writing structures, how to adapt their writing for different audiences, considerations when writing about risk or statistics, getting their writing noticed online using social media and other means, writing an effective press release and considerations when writing about different fields of science.</p> <p>A student-centred approach will be taken throughout the module and while the module will cover key principles in science writing, it will allow students to focus on forms of writing and audiences they are particularly interested in. The content and assessments will also be applicable to different international contexts.</p> <p>At the end of the module, students will be able to critically evaluate what makes for good science writing and adapt their writing to different types of output and different audiences as well as having an understating of the opportunities the current science writing ecosystem presents.</p>
Part 3: Assessment: Strategy and Details
<p>The assessment on this module comprises a practical written portfolio designed to allow students to demonstrate their skills at writing for a non-specialist audience. The portfolio should demonstrate their flexibility as a writer, so each article must be about a different science subject, be in a different genre (a news story, a blog, a feature story and/or a press release) and aimed at a different audience. Students will be encouraged to adopt their own writing style in their writing for a non-specialist audience as well as to undertake their own supporting research.</p> <p>The assessment comprises one 2,500-word science writing portfolio.</p>

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 2500-word science writing portfolio	100%	
Component B Description of each element	Element weighting (as % of component)	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. 2500-word science writing portfolio	100%	
Component B Description of each element	Element weighting (as % of component)	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	On successful completion of this module students will be able to: <ul style="list-style-type: none"> 1. Critically interpret scientific information and present it in a style suitable for a lay audience (A); 2. Synthesise information from a variety of academic sources and use it to develop a coherent piece of written work (A); 3. Demonstrate an ability to write for a specific lay audience (A); 4. Illustrate the challenges of increasing the visibility of online content and employ social media platforms to promote written material (A); 5. Establish key principles of effective communication of risk and statistics and employ them in written material (A). 	
Key Information Sets Information (KIS)	<p>The module will be taught across 10 weeks of online content, comprising: narrated presentations, self-directed learning activities (including designated reading), problem-based learning, discussion forums, wikis, asynchronous feedback opportunities and/or live interactive seminars. In addition, students will be expected to develop advanced knowledge in one or more aspects of course content through independent reading and reflexive practice.</p> <p>The taught time will also include two private study weeks when students will have an opportunity to carry out independent study, and review previous weeks contents and materials. A variety of electronic resources will be provided via blackboard to present supplementary support for students during their periods of independent study.</p> <p>Due to the online nature of the module, students will be given very clear guidance on contact times for the module team, as well as dedicated online spaces (including discussion forums) in order to ensure they feel fully engaged as a cohort, despite working at a distance.</p>	

	Key Information Set - Module data																								
Contact Hours	Number of credits for this module				15																				
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours																				
	150	100	50	0	150																				
Total Assessment	The table below indicates as a percentage the total assessment of the module which constitutes a;																								
	Written Exam: Unseen or open book written exam																								
	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)																								
	<table border="1" style="width: 100%;"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> <td></td> </tr> <tr> <td colspan="2">Written exam assessment percentage</td> <td style="text-align: center;">0%</td> <td></td> </tr> <tr> <td colspan="2">Coursework assessment percentage</td> <td style="text-align: center;">100%</td> <td></td> </tr> <tr> <td colspan="2">Practical exam assessment percentage</td> <td style="text-align: center;">0%</td> <td></td> </tr> <tr> <td colspan="2"></td> <td style="text-align: center;">100%</td> <td></td> </tr> </table>					Total assessment of the module:				Written exam assessment percentage		0%		Coursework assessment percentage		100%		Practical exam assessment percentage		0%				100%	
Total assessment of the module:																									
Written exam assessment percentage		0%																							
Coursework assessment percentage		100%																							
Practical exam assessment percentage		0%																							
		100%																							
Reading List	<p>All students will be encouraged to make full use of the electronic resources available to them through membership of the University. These include a range of electronic journals and a wide variety of resources available through web sites and information gateways. The University Library's web pages provide access to subject relevant resources and services, and to the library catalogue. Many resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>This guidance will be available either in the module handbook, via the module information on Blackboard or through the electronic reading list which is available here: https://rl.talis.com/3/uwe/lists/E37749FB-3E0F-8E1A-4BE8-6D7269CD79B9.html</p>																								

FOR OFFICE USE ONLY

First UVP Approval Date	20/11/2018			
Revision CAP Approval Date		Version	1	See UCP Business case approved 7th March 2018