

Professional Writing

Module Information

2022.02, Approved

Summary Information

Module Code	4104MEDCUL
Formal Module Title	Professional Writing
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	1. To examine professional expectations of media practice. 2. To assist students in developing the skills needed for writing in a professional context.3. To enable students to critically reflect on their own professional writingpractice.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Appraise contemporary professional writing practice.
MLO2	2	Employ a range of different communication strategies in the production of a professional writing portfolio.
MLO3	3	Critically reflect on their own writing with an emphasis on future practice.
MLO4	4	Recognise and understand demands and expectations in the production of professional writing.

Module Content

Outline Syllabus	Contemporary forms of journalism, e.g. print and online, podcasts, citizen journalism; Digitalisation and its impact on professional practice; Attribution and referencing; Editing and proof-reading; Writing to meet a brief; How to reflect on professional practice.
Module Overview	This module will introduce you to the study of communication in a professional context. It will assist in developing the conceptual and critical language necessary for studying media and cultural practice.
Additional Information	Professional Writing seeks to develop student understanding of the demands and expectations of writing for professional and academic purposes. The module uses journalism as the foundation to consider professional writing practice with an emphasis on feeding forward to future professional writing practice.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	2500 words portfolio	70	0	MLO1, MLO2
Reflection	1500 words reflection	30	0	MLO4, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Rachel Broady	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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