Professional Writing

Module Information

2022.01, Approved

Summary Information

Module Code	4514ISTMCC
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Independent Studies of Science and Technology

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	24

Module Offering(s)

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

Aims and Outcomes

Aims	1. To introduce students to the study of communication in a professional context.2. To assist students in developing the conceptual and critical language necessary for studying media and cultural practice.3. To enable students to critically reflect on their own media practice.4. To examine the changing environment of professional media practice.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Appraise twenty first century professional practice.
MLO2	2	Employ a range of different communication strategies.
MLO3	3	Critically reflect on their own media practice.
MLO4	4	Recognise and understand professional, technical and formal choices on the production of news.

Module Content

Outline Syllabus	Analyse and produce examples of news reporting; New media impact on professional practice; Examination of twenty first century journalism e.g. podcast, new print media, online and citizen correspondence; Critical and creative engagement with styles and genres of new media journalism; Editing and style; Writing to meet a brief.
Module Overview	
Additional Information	Understanding the range of media and cultural writing is vital to academic study across the programme and for encouraging students to take up work based learning opportunities. The module examines journalism in particular and considers professional practice and the development of the industry in response to new media and changing cultural determinants.

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Steven Spittle	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings