Writing for Audiences

Module Information

2022.01, Approved

Summary Information

Module Code	5609DGABW
Formal Module Title	Writing for Audiences
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Workshop	22

Module Offering(s)

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

Aims and Outcomes

Aims	To enable students to develop the application of appropriate writing styles using appropriate formats for diverse audiences.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse the role that audience analysis plays in the writing process.
MLO2	2	Justify the different approaches and objectives to writing dependent upon audience analysis.
MLO3	3	Apply different writing styles, using different formats for diverse audiences

Module Content

Outline Syllabus	Introduction to the writing processAudience analysisInformational writingPersuasive writingAudience and format analysisNews releasesBlogsWriting for social
Module Overview	
Additional Information	This module will use a range of assessment criteria for the portfolio including audience analysis, writing a news release and creation of a blog

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Michael Swain	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings