

Digital Writing

Module Information

2022.01, Approved

Summary Information

Module Code	6109MEDCUL
Formal Module Title	Digital Writing
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
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	<p>1. Understand and analyse the imperatives behind digital media production across a range of related industries and behind audience consumption of digital media. 2. To evaluate the properties of digital new writing and language in their social, cultural and technological context. 3. Produce effective and professional writing suited to the digital environment for a range of audiences</p>
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Demonstrate understanding of how to edit and revise an article for a particular audience.
MLO2	2	Produce a portfolio of writing for the digital environment showing professional writing skills.
MLO3	3	Demonstrate understanding of the historical development, characteristics, power relations and industrial context of digital writing.

Module Content

Outline Syllabus	The digital voice; keeping it brief; sharing and connecting; patterns of writing and making it flow; visibility and digital content; analytical writing and commentary; writing the personal and promotional self; writing for communities; events-based content; local and global audiences.
Module Overview	The aim of this module is to evaluate the properties of new media writing and language in their social, cultural and technological context, in order to produce effective and professional new media communications.
Additional Information	Students will engage in a variety of writing exercises, including formative tasks with opportunities for formative feedback, during the module.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Editing exercise	25	0	MLO1
Portfolio	3000 word portfolio	75	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Joanne Knowles	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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