LIVERPOOL JOHN MOORES UNIVERSITY

Digital Writing

Module Information

2022.01, Approved

Summary Information

Module Code	6519ISTMCC
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Independent Studies of Science and Technology

Learning Methods

Learning Method Type	Hours
Lecture	8
Online	4
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 consolidate students' experience of practical and theoretical research into digital writing (studied at previous levels) across journalism studies, public information and communication, media industries, community and identity in relation to emerging professional practice.2. 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.

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 new media writing 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: tone and interactivity; Keeping it brief: getting an audience's limited attention; Communities and networks online; Writing the personal and promotional self; Shareable and 'spreadable' content: analysing and producing it; Online debate and the public sphere; Anonymity and professionalism; Visuality and digital content: originality, creativity and copyright; Looking for audiences: local and global.
Module Overview	
Additional Information	As part of their assessment & participation on this module students are expected to contribute to peer review, online discussion and produce work in a timely fashion for formative feedback.

Assessments

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

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