

Liverpool John Moores University

Title: Digital Writing
Status: Definitive
Code: **6519WESTMC** (129048)
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Westford University College

Team	Leader
Steven Spittle	Y

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 36
Total Learning Hours: 200
Private Study: 164

Delivery Options

Course typically offered: Runs Twice - S1 & S2

Component	Contact Hours
Lecture	8
Online	4
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Editing exercise demonstrating professional writing and editing skills	25	
Portfolio	AS2	3000 word essay- standard writing for digital formats	75	

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.

Learning Outcomes

After completing the module the student should be able to:

- 1 Demonstrate understanding of how to edit and revise an article for a particular audience.
- 2 Produce a portfolio of new media writing showing professional writing skills.
- 3 Demonstrate understanding of the historical development, characteristics, power relations and industrial context of digital writing.

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Editing exercise	1	
3000 word portfolio	2	3

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.

Learning Activities

Lecture and Workshop.

Notes

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.