Liverpool John Moores University

Title: ELECTRONIC
Status: Definitive
Code: **7007WRIT**   (110961)
Version Start Date: 01-08-2014

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	emplid	Leader
James Friel		Y

Academic Level:	FHEQ7	**Credit Value:**	20.00	**Total Delivered Hours:** 39.00
Total Learning Hours:	200	**Private Study:**	161	

Delivery Options
Course typically offered: Semester 1

Component	Contact Hours
Lecture	12.000
Seminar	24.000
Tutorial	3.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	AS1	The creation of a writer's web presence - a web presence with blogging, twitter and other relevant technologies and networking platforms +1500word commentary that reflects on this process and its impact on your own writerly identity.	70.0	
Presentation	AS2	Develop and deliver a pitch to an audience in which an idea for broadcast, performance or publication is presented to a series of audiences.	30.0	

Aims

1. To deepen understanding and develop practice of the creative formal and technical skills by acquainting students with the technological side of the writing industry and train them in the relevant skills (see outline syllabus)
2. To instruct students in the creation and maintenance of a web site to professional standards.
3. To foster and emphasise the identification of an original and creative voice as writers by creating sites that will serve as a platform their own writing and acquaint other users with the MA Programme.
4. To train students in modern research methods and electronic communication and to access resources for writers on the World Wide Web, such as publishers' sites, anthologies of news writing, news of competitions and festivals, writers' magazines, reviews and interviews, university library catalogues, language usage archives, author sites, group sites , on-line writing labs, social networking sites and other internet developments.
5. Demonstrate a critical awareness of the Internet's potential and disadvantages for writing, promotion and research.
6. To develop advanced skills of pitching and presentation informed by practice at the forefront of the profession.

Learning Outcomes

After completing the module the student should be able to:

1	Design, write and maintain a writer's web presence.
2	Demonstrate self-direction and originality in tackling and solving problems, and act autonomously in planning and implementing tasks at a professional or equivalent level
3	Act autonomously in planning, implementing, and researching their writing through electronic access to libraries, catalogues, databases and the internet in general.
4	Continue to write in a postgraduate environment, and publish their writing to a professional standard, particularly web-based work.
5	Evaluate critically the influence of the electronic media on the practice of writing, and its potential.
6	Demonstrate skills of pitching and presentation, including the capacity to adapt the presentation according to audience.

Learning Outcomes of Assessments

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

Creation of Writers Website	1	2	3	4
Presentation - Pitch	5	6		

Outline Syllabus

During the module the student will
1) access a range of web pages and sites relevant to his or her needs and interests
    a) as a professional writer (e.g. publishers' home pages, submission guidelines for literary magazines);
    b) as a reader (e.g. hypertext fiction sites, film sites, on-line magazines, book pages);
    c) a postgraduate student (e.g. sites useful for research in his or her original writing).
2) evaluate the sites visited for their design qualities, accessibility, information and links, and for the way in which they might inform or inspire the student's own web page.
3) design and put up an individual website.
4) learn the effective use of interactive controls and hypertext links to other pages and sites.
5) articulate their written work to a series of audiences in the form of a pitch and answers to questions concerning that pitch.

Learning Activities

Aims and outcomes are realised through lectures, workshops, tutorials, library visits, the residences and visits from established writers and producers and expert tutors; wider reading and the habit of writing regularly and independently.

References

Course Material	Book
Author	Joyce, M.
Publishing Year	1995
Title	Of Two Minds
Subtitle	Hypertext, Pedagogy and Poetics
Edition	
Publisher	University of Michigan Press
ISBN	0472065785

Course Material	Book
Author	Warner, J.
Publishing Year	2003
Title	Dreamweaver for Dummies
Subtitle	
Edition	
Publisher	Hungry Minds Inc
ISBN	0-470-34502-3

Course Material	Book
Author	Sands, K.
Publishing Year	2004
Title	Making the Perfect Pitch

Subtitle	How To Catch a Literary Agent's Eye
Edition	
Publisher	Watson-Guptill (Paperback)
ISBN	0871162067

Notes

Students on this module work in small groups with the support of both writing staff and the IT tutor to learn how to access and send information electronically, and put up and maintain a web site. Students will also be encouraged to reflect on the significance of the changes in their habits of composition over the course of the module.