Liverpool John Moores University

Title:	Defining a Writer's Identity: New Technologies and the Marketplace
Status:	Definitive
Code:	**7022WRIT** (124520)
Version Start Date:	01-08-2019

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

Team	Leader
Catherine Cole	Y
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Academic Level:	FHEQ7	**Credit Value:**	30	**Total Delivered Hours:**	36
Total Learning Hours:	300	**Private Study:**	264		

Delivery Options
Course typically offered: Semester 1

Component	Contact Hours
Seminar	18
Workshop	18

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Artefacts	Artefact	The creation of a writer's web presence – e.g. a web presence with website or blog, twitter and/or other relevant technologies and networking platforms	50	
Essay	Essay	2,000 word essay that reflects on this process and its impact on your own writerly identity with a relevant research-based bibliography	10	
Presentation	Pres	Develop and deliver a pitch to an audience in which an idea for	40	

Category	Short Description	Description	Weighting (%)	Exam Duration
		broadcast, performance or publication is presented to a series of audiences.		

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 aid students in the creation and maintenance of a web
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 encourage students in contemporary 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. To 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.
7. To continue creating and improving written work through exercises as preparation for the following semesters

Learning Outcomes

After completing the module the student should be able to:

1   Create 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   Evaluate critically the influence of the electronic media on the practice of writing, and its potential.
5   Develop further a comprehensive understanding of techniques applicable to research that enriches and advances their creative work.
6   Develop further and practice skills of scholarly presentation, organisation communication, documentation and evaluation.
7   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:

Artefact   1   2   3

Essay   2   3   4   6

Presentation   5   7

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 develop a suitable web presence: this can be mean any use of technology or social network that defines and promotes a writerly identity
4) Articulate their written work to a series of audiences in the form of a pitch and answers to questions concerning that pitch.
5) Continue to produce and perfect creative work through workshop exercises with respect to the following semesters.

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.

Learning Activities

While original creative work is not submitted for assessment in this module, students will continue to produce and develop such projects with respect to the following semesters.

Notes

Students on this module work in small groups with the support of both writing staff and the IT specialist to learn how to access and send information electronically, and put up and maintain a website home page and links page as well as introductory sessions on other forms of social media. Students will also be encouraged to reflect on the significance of the changes in their habits of composition over the course of the module. They will also make pitches to visiting speakers concerning their present and future plans concerning their original work.