Module Specification

Module Summary Information

1	Module Title	Language and Creativity
2	Module Credits	20
3	Module Level	3
4	Module Code	EGL3000

5	Module Overview

This module builds upon the knowledge gained in the Language and Texts module. In Language and Creativity you will use your knowledge of linguistic theory to produce your own texts across a range of forms and genres. You will consider topics including persuasive language, metaphor and parody, as well as humour, puns and other wordplay. You will also explore language change over time: how new words are formed and how existing words develop new meanings. You will study and create literary texts as well as non-literary texts, such as advertisements, political speeches, newspaper headlines, comedy sketches, song lyrics, graffiti and memes.

You will develop the foundations of your knowledge through a series of workshop activities which will explain the methodology of each skill and provide you with the opportunity to apply this in a series of practical tasks. These might include: close readings, analyses of data, mini-presentations, forum posts, quizzes, application of skills to literary and non-literary texts and field trips. Your formally taught sessions will be supported by pre-sessional learning activities delivered via Moodle and post-sessional reflection on the workshop's learning aims. Your independent learning will be characterised by the development of your wider knowledge of the field.

6	Indicative Content

This module will empower students to identify, analyse and create a range of different texts, including advertisements, political speeches, newspaper headlines, comedy sketches, song lyrics, graffiti and memes.

7	Module Learning Outcomes
	On successful completion of the module, students will be able to:
1	Produce creative pieces that demonstrate an understanding of core linguistic principles.
2	Apply techniques that create and control style in your own writing.
3	Apply basic editorial principles to shape and polish your writing.
4	Communicate your ideas clearly and effectively.

8	Module Assessment			
Learning Outcome				
	Coursework	**Exam**	**In-Person**	
1-4	**x**			

9	Breakdown Learning and Teaching Activities
Learning Activities	**Hours**
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	66
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	70
Private Study (PS) includes preparation for exams	64
Total Study Hours:	200