



# Programme Specification

## ELL-2019: English: Language, Literature and Writing

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LU Bachelor of Arts with Honours awarded by Lancaster University (FHEQ Level 6)

Programme Status: Approved | Version: 1

## Introduction

This programme specification provides a summary of the main features of the English: Language, Literature and Writing programme and the learning outcomes that you as a student might reasonably be expected to achieve and demonstrate on successful completion of the programme.

Further detailed information related to this programme and the College can be found in the following resources:

- Programme Handbook
- B&FC Student Handbook
- B&FC Admissions Policy
- Work based and placement learning handbook (for foundation degrees)
- Student guide to assessment and feedback

## Key Programme Information

<b>Programme Code</b>	ELL-2019
<b>Programme Title</b>	English: Language, Literature and Writing
<b>Teaching Institution</b>	Blackpool and The Fylde College
<b>Professional, Statutory and Regulatory Body (PSRB) Accreditation</b>	None
<b>UCAS Code</b>	TBC
<b>Language of Study</b>	English
<b>Version</b>	1
<b>Approval Status</b>	Approved
<b>Approval Date</b>	12 March 2019
<b>JACS Code</b>	Other: Other
<b>Programme Leader</b>	Ashley Lister

## Programme Awards

<b>Award</b>	<b>Award Type</b>	<b>Level</b>	<b>Awarding Body</b>
LU Bachelor of Arts with Honours	Honours Degree (360 credits)	Level 6	Lancaster University

## Programme Overview

Our BA (Hons) English, Language, Literature and Writing is a uniquely-designed, programme that has an excellent track record of student satisfaction and success. This is evident from on-going positive survey results and cohorts of students who continually achieve classifications significantly above the national average. This programme's tripartite structure offers an exciting blend of academic and creative projects that will enhance your professional communication skills and enable you to explore research frameworks in literature and language, which will feed your creative practice in poetry, prose, scriptwriting, journalism, teaching and teaching-related professions.

In addition to developing subject-specific skills that will prepare you for a range of careers in professional writing and education, you will also develop a wealth of wider employability skills in communication, creative problem solving and critical thinking, and will take part in industry-facing collaborative projects that will make you highly employable across a range of professions. As part of Creative Arts and Digital Industries at Blackpool and the Fylde College, you will have

the opportunity to see your writing come to life through collaborations with actors, filmmakers, live projects with employers and national competitions that will build your skills and reputation as you study.

On this programme, you will work closely with highly qualified, experienced staff and industry professionals to gain an exciting, real world experience. By studying with us, you not only graduate with an excellent degree – awarded by Lancaster University – but will have developed a portfolio of experience that will enhance your chances of success in getting the job you want.

With your broad skills, industry connections and growing self-confidence, you will graduate from this programme as an English specialist, able to progress to post-graduate study and meaningful employment, where you will make a significant impact in academic, creative or other professional sectors.

## Admission Criteria

Entry to Level 4 of this programme would normally require a minimum of 96 UCAS points with at least 48 from an appropriate discipline relating to English Language, English Literature, Creative Writing or relevant humanities studies. Also, a GCSE in English Language at grade C/4 or above.

In some circumstances, students with relevant professional writing and/or other relevant work experience may be considered.

## Career Options and Progression Opportunities

Given the breadth of this curriculum, you will have a variety of subject-specific and transferable skills that will allow you to seek employment in a broad range of areas, including:

Teaching and Teaching related professions – which comprises opportunities in primary, secondary, further and higher education, teaching assistants, SEN roles, learning support, teaching English as a Foreign Language and a range of education administration jobs.

Writing for a range of communicative and creative industries – which comprise roles such as Digital Copywriter, Editorial Assistant, Magazine Journalist, Newspaper Journalist, Publishing Copy-Editor, Proof-Reader, Social Media/Web Content Manager and Blogger.

Freelance Writing/Publishing – which comprises Author, Poet, Scriptwriter, Script Editor, Script Supervisor, Multi-Platform Writer, Copywriter for Graphic Novels/Comics and Journalist for traditional and/or digital platforms.

Other jobs where an English degree could be considered an asset include: Academic Librarian, Advertising Account Executive, Advertising Copywriter, Arts Administrator, Film Director, Information Officer, Marketing or Public Relations Manager.

There will also be opportunities for post-graduate study in subject-specific areas such as English, Linguistics, Literature, Creative Writing, Film, Media, Communication and Theatre, as well as broader opportunities in digital media, education, advertising, graphic design, marketing, public relations and much more.

## Programme Aims

1. To provide a programme of study which inspires enthusiasm for the subject providing an appreciation of historical developments and the social, cultural political and economic importance of English.
2. To provide students with the opportunity to learn in a stimulating and challenging environment which promotes understanding of verbal creativity and the aesthetic features of literary and non-

literary texts.

3. To enable students to recognise and utilise the expressive resources of language and in so doing encourage students to critically reflect on the acts of reading and writing and the history of textual production and reception.

4. To provide a learning experience which supports the development of students 'own writing and helps them develop confidence through a critical, technical and creative understanding of the subject and of their own creative processes.

5. To develop a range of subject specific and generic skills of value in graduate employment, including high order critical, analytical and research skills alongside advanced competence in oral and written communication thinking.

## **Programme Learning Outcomes**

### **Level 6**

Upon successful completion of this level, students will be able to:

1. Critically analyse literature, language and visual communication devices across prose, poetry, drama and other media.
2. Analyse the role of readers and writers in shaping texts.
3. Discuss the history, structure, levels and discourse functions of the English Language.
4. Critically examine the relationship between different genres and media.
5. Critically analyse complex texts and ideas in order to discuss critical, theoretical, linguistic and stylistic concepts and terminology.
6. Discuss how culture, language, technology and economics affect how, where and by whom texts are produced and received.
7. Analyse texts and discourses responding to the affective power of language using appropriate approaches and terminology.
8. Critically interpret literary, critical, linguistic or creative material.
9. Test, interpret and critically analyse information and evidence independently and critically in order to produce cogent arguments and decisive judgements.
10. Synthesise complex information and diverse evidence applying scholarly referencing skills in order to write clearly, accurately and effectively.
11. Create a range of texts across poetry, prose, drama and/or other media to suit different purposes and audiences.

## Programme Structure

Pathway	Module	Level	Credits	Coursework	Practical	Written Exam
<b>Stage 1</b>						
<b>All</b>	ELL401: Literature: A Historical Perspective (Mandatory)	4	20	50%		50%
	ELL402: Language: Textual and Contextual Analysis (Mandatory)	4	20	50%	50%	
	ELL403: Writing: Creating Poetry and Prose (Mandatory)	4	20	100%		
	ELL404: Literature: Theatre and Society (Mandatory)	4	20	50%		50%
	ELL405: Language: Analysing Contemporary Literature (Mandatory)	4	20	50%	50%	
	ELL406: Writing: Scriptwriting and Journalism (Mandatory)	4	20	100%		
<b>Stage 2</b>						
<b>All</b>	ELL501: Literature: Theory and Criticism (Mandatory)	5	20	50%		50%
	ELL502: Language: Power and Discourse (Mandatory)	5	20	50%		50%
	ELL503: Writing for the Workplace (Mandatory)	5	20	100%		
	ELL504: Linking Language, Literature and Writing: Theory (Mandatory)	5	20	60%		40%
	ELL505: Linking Language, Literature and Writing: Practice (Mandatory)	5	20	80%	20%	
	ELL506: Creative and Professional Development (Mandatory)	5	20	100%		
<b>Stage 3</b>						
<b>Stage exit award: LU Bachelor of Arts with Honours (Awarded by Lancaster University)</b>						
<b>All</b>	ELL601: Children's Literature (Mandatory)	6	20	50%		50%
	ELL602: Professional Writing (Mandatory)	6	20	100%		
	ELL603: Language in Interaction (Mandatory)	6	20	60%	40%	
	ELL604: Shakespeare: Interpretation, Adaptation and Appropriation (Mandatory)	6	20	50%		50%
	ELL605: Dissertation (Elective)	6	40	100%		
	ELL606: Creative Writing Portfolio (Elective)	6	40	100%		

## Course Options

The majority of modules on this programme are mandatory, with the exception of ELL605 Dissertation and ELL606 Creative Writing Portfolio in your final year. These modules are two 40 credit elective modules and allow you to specialise on an academic or creative writing route in your final year to suit your personal and professional needs and aspirations. However, whilst all other modules are mandatory, it is worth noting that in the second year, semester two, ELL506 Creative and Professional Development allows you the autonomy to be assessed on the production of work that relates to your personal career aspirations, which offers you're the freedom to choose how you meet the learning outcomes rather than follow a prescribed path. Also in the second semester of the second year, module ELL504 Writing for the Workplace, you produce materials that, again, emphasise the practicalities of using English as a vocational qualification.

Additionally, the module ELL602 Professional Writing is delivered with two potential options, where you can either work toward producing a micro-teach session and scheme of work to illustrate your abilities in teaching and learning; or you could produce a piece of writing with a reflection that demonstrates skills for either post-graduate study or a specific audience/market.

## Study Workload

We deliver the programme over two full days, rather than over 5 days. This is well received by students as it works well for those of you who may have other personal and professional commitments.

Each week in addition to attending taught sessions for 9 hours you will be expected to engage in a minimum of 28.5 hours per week of independent study to support your achievement on the BA (Hons) English Language Literature and Writing

## **Programme Delivery: Learning and Teaching**

The changing shape of education and employment in the 21st Century has informed our approach to teaching, learning and assessment. Throughout this programme, you will take an active role in your learning through enquiry, project and problem-based learning by working in partnership with your fellow students, staff and employers to co-produce your personal and professional development. This is an approach that has contributed to a high proportion of graduates with First Class and Upper-Second Class honours degrees – as well as an excellent track-record for post-graduate study and graduate employment.

At the heart of our teaching and learning strategy, we encourage collaborative practice on a range of academic and creative projects with your fellow students, students on other degree programmes and opportunities to work on live briefs and competitions with employers and staff. Specifically, there will be opportunities to collaborate and critique one another's practice with research-based tasks that will develop into creative outcomes. In addition, you will work independently and collaboratively on creative writing projects, where you will follow a process of research, creation and peer-critiquing, which will in turn, feed the evolution of your ideas. We also encourage a collaborative approach to professional development modules, which are a key part of your second and third year.

This broad-ranging approach will provide you with an evolving academic, creative and digital literacy that gives you the skills and confidence to publish and promote professional artefacts and an in-depth knowledge and understanding of industry trends and contextual factors. In essence, we want you to actively participate and take ownership of your learning in order to become 'real world ready'.

In order to facilitate your personal and professional development, the team will ensure that modules are student-centred, allowing you to make decisions about the direction your learning will take. For instance, you will be able to choose your own focal texts and critique one another's ideas through class-based discussions and forums on our virtual learning environment (Moodle), whilst in creative writing modules, you will research and produce your own original ideas, find opportunities to collaborate, share good practice and choose areas to specialise in as the programme progresses. We have found that this approach leads to excellent results, high levels of student satisfaction and better prepares you for the work place.

## **Programme Delivery: Assessment**

The programme offers a varied and student-centred approach to assessment that will develop your subject-specific and transferable skills. In first year, you will be encouraged to experiment with research and creative forms – both collaboratively and independently – and will be given plenty of formative opportunities to practice and improve, before summative assessments take place. In second year, assessments will build on the skills embedded at in the first year and will demand a greater degree of autonomy, which will hopefully result in an emerging voice and identity. This will arise through further collaborative practice with peers and staff, as well as the continuation of independent study. In your third year, you will become increasingly autonomous and will take ownership of your learning to enhance your chances of future employment.

The variety of assessment methods used throughout the programme are: essays and dissertations, writing portfolios, examinations, presentations: Professional Development Portfolios: reflective journals, evaluations and critical reflections.

## **Programme Delivery: Work Based and Placement Learning**

Whilst work-based learning is not a mandatory part of this degree, the programme is designed to embed and develop a range of transferable and graduate attributes that will prepare you for employment opportunities in a range of academic, creative and digital professions. These include skills in professional communication in spoken and written forms, the ability to manage collaborative and independent projects, creative problem solving, and an in-depth knowledge of the ways in which contextual factors influence academic and creative practice, digital and academic literacy and entrepreneurship. In order for you to succeed in a competitive graduate market, we want to embed professional skills and experiences that will enhance your qualifications and CV whilst studying with us. This approach has led to a high proportion of our alumni getting the jobs they want soon after graduating and we hope that your time with us will lead to this success too

## **Programme Delivery: Graduate Skill Development**

To ensure that we prepare you for your career in an exciting and competitive industry relevant to the broad skillset you will possess when you graduate, our focus on developing and refining graduate attributes through teaching, learning, assessment and engagement with a wide range of peers, employers and other stakeholders, is a key part of this programme's design. Below is an overview of how we seek to embed and develop these skills:

### **A commitment to lifelong learning and career development:**

As a programme that aims to develop students who are active participants in their educational journey, namely, those who have been given the skills to engage in and lead enquiry, project and problem-based learning, it is hoped that this culture of student autonomy, community working and seeking and making connections will instil a commitment to lifelong learning through progression to post-graduate and continuous professional development in the workplace.

### **Collaborative teamwork and leadership skills**

As stated, the ethos of collaborative practice is central to this programme's appeal and is a highly useful attribute for graduates who are embarking on careers where multi-disciplinary skills are in demand. This is why many of formative and some summative assessments are dependent on group work, both within the programme and across curricula. This helps you to develop skills in being a member of a collaborative team, and also helps with leadership skills, as you are able to delegate, switch roles, negotiate and truly enhance your communication skills.

### **Personal and intellectual autonomy**

Personal and intellectual autonomy is the ultimate aim of this programme. Having learnt 'the rules' of academic and creative practice at Level 4, you are increasingly encouraged to lead the way in research, academic writing, presentations, seminars and group tutorials, as well as in the production of original material such as writing portfolios and dissertations.

### **Ethical, social and professional understanding**

Studying English from the range of perspectives considered on this programme helps to foster an awareness of ethical, social and professional understanding. This is achieved throughout contextual studies of language and literature texts at all levels, ethical considerations around the production and consumption of creative work, the ethics of primary research when planning and developing your dissertation and through professional development modules, where you will research industrial codes of practice and liaise with employers to develop a 'real world' understanding of industry.



## **Communication, information and digital literacies**

As a graduate who specialises in researching, writing and presenting contemporary and classical ideas pertinent to language, literature and writing, the development of skills in communication, the ability identify, judge and present information, and the mastery of digital literacy through multi-platform writing and professional practice modules, are central to your graduate attributes.

## **Global citizenship**

Throughout this programme, global citizenship is a framework for learning that is promoted in class through contextual studies into the creation and reception of language and literature texts. The humanities focus of this degree allows you to reflect on a wide range of approaches to texts, ideologies, situations and conditions, encouraging you to evaluate and re-evaluate your global citizenship.

## **Research, scholarship and enquiry skills**

As an English graduate, you will specialise in cutting-edge research that dissects, challenges and develops (or at least contributes to) new ways of thinking through written, presentational and creative work that has enquiry and project-based learning at its heart. In addition, you will be encouraged to share your scholarly practice in small group settings, across programmes, at college-wide events and even external events, which will significantly contribute to your employability and confidence as an emerging specialist in your subject.

## **Enterprise and entrepreneurial awareness and capabilities**

On this degree, as well as developing a credible and confident voice in academic and creative practice, you will learn how to direct and amplify these skills to engage in entrepreneurial practice and skill building that will prepare you for careers in freelance writing, self-publication, as well as providing strategies to set up a successful business.

## **Study Costs: Equipment Requirements**

There are no additional costs for equipment as part of this programme. The only costs incurred as part of your modular study will be books and/or other resources. The opportunity to borrow core and secondary texts on reading lists is also available.

## **Study Costs: Additional Costs**

Whilst there are no specific or on-going additional equipment requirements, you may have the opportunity to go on cultural visits and trips to academic and creative conferences, which will incur minimal costs. The anticipated costs however cannot be stipulated, as they will be event specific

## Related Courses

This degree, with its focus on language, literature and creative writing, is unique at Blackpool & Fylde College and, indeed, throughout the UK. However, as this programme is situated in the wider curriculum area of Creative Arts and Digital Industries, there are complementary programmes such as the BA (Hons) Filmmaking, BA (Hons) Photography and BA (Hons) Graphic Design, which offer avenues for collaborative, inter-disciplinary project work – something that has been referred to throughout this specification. This ethos is at the heart of our Higher Education provision and is something that truly enhances your experience whilst you study, your ability to develop connections, internal and external to the college, and your prospects of landing the graduate job you seek.