PROGRAMME SPECIFICATION – POSTGRADUATE PROGRAMMES

KEY FACTS

Programme name	**Creative Writing and Publishing**
Award	MA
School	School of Arts and Social Sciences
Department or equivalent	English
Programme code	PSCWRP
Type of study	Taught
Total UK credits	180
Total ECTS	90
Partner (partnership programmes only)	N/A
Type of partnership	N/A

PROGRAMME SUMMARY

The global publishing industry is changing dramatically - and so are the skills needed by the next generation of publishers and writers. As the industry evolves the traditional definitions of publisher and writer are breaking down. Our new MA in Creative Writing and Publishing is uniquely designed to provide you with the skills and cutting-edge knowledge that professionals entering the industry now need. You will be able to take advantage of City, University of London's outstanding reputation as an institution that launches the careers of professional writers and publishers. This new MA programme engages extensively with the world of e-publishing, as well as offering extensive feedback on creative work within writing workshops, the opportunity for project-based group work on a publishing project, and support from leading writers and publishers.

The programme is designed for full-time or part-time students who wish to hone their writing to a professional standard and to gain knowledge about the publishing industry at a professional level. You will learn the craft of storytelling and how to construct a narrative, along with an understanding of the creation and management of intellectual property. You will benefit from a focus either on developing your creative writing techniques or on your professional publishing skills. You can opt for a work placement, to learn design and layout for electronic media or work on a publishing case study. While working on your major writing or publishing project, you will learn in a supportive environment with feedback and advice from leading writers and industry professionals.

The programme is designed for those new to the world of writing and publishing, and also to those with some experience of writing or working in publishing or a related field, who would now like to develop their skills further. As a student interested in producing your own creative writing, in how writers engage with the publishing industry and even work within it, you may well aspire to a professional role that will match your interests and draw upon all of your talents.

<u>Aims</u>

- To enable you to develop high-quality creative written content for different platforms and understand how this content is managed, disseminated and valorised in today's increasingly digitally-oriented society
- To encourage you to explore new forms of creativity where there is a synergy between writing and publishing, rather than regarding these activities as completely separate fields
- To encourage you to develop a confident, informed, broad-perspective professional attitude with an understanding of the global publishing environment and a critical awareness of its current challenges
- To foster your understanding of the legal, creative and business principles of the creative writing and publishing industries which embraces both traditional and electronic outputs
- To aid you in exploring your own professional practice within both creative writing and publishing and understand how they interact
- To enable you to develop both ambition and imagination in your writing for both traditional and new platforms while acquiring a deep understanding of the publishing industry

<u>Postgraduate Certificate</u>
Following successful completion of the Postgraduate Certificate in Creative Writing and Publishing you will be able to examine the theories relating to publishing in the modern world, and synthesise and apply these to your own professional practice. You will have an understanding of different genres of writing and be able to apply this to your own writing process. You will have critical insight into problems related to contemporary digital and print publishing, and be able to solve these using a variety of relevant strategies. You will have some critical insight into problems related to narrative writing and acquire knowledge about your own practice. You will also acquire some introductory techniques in writing within your chosen genre of non-fiction.

<u>Postgraduate Diploma</u>
Following successful completion of the Postgraduate Diploma in Creative Writing and Publishing, in addition to the above, you will have explored areas of intellectual or professional interest related to the publishing sector to broaden your expertise and skills. You will acquire an understanding of literary genres and gain greater experience in applying these key elements of writing and their interaction to your own writing process. You will also acquire more advanced techniques in writing within your chosen genre.

<u>MA</u>
Following successful completion of the MA in Creative Writing and Publishing you will be able to demonstrate original application of knowledge in relation to publishing, and in selecting appropriate strategies for professional practice. You will acquire a deep and systematic degree of understanding of literary genres and, to a high degree, apply its key elements and their interaction to your own writing process. You will gain deep critical insight into problems related to narrative writing and acquire an extensive knowledge of your own writing practice. You will also acquire cutting edge techniques in writing within your chosen genre.

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this programme, you will be expected to be able to:

Knowledge and understanding:

- Demonstrate a deep and systematic understanding of your personal writing practice and your strengths and interests as a writer
- Acquire a comprehensive understanding of the key elements of writing within different genres
- Exhibit a critical understanding of the basic elements of storytelling including: the creation of character, the uses of dialogue, the function of setting and structure, the maintenance of narrative drive, and the centrality of perspective, voice and narrative framing
- Develop innovative insights into current challenges facing traditional and electronic publishers, informed by the forefront of both professional practice and academic research
- Develop and present publishing concepts and projects in a professional, creative and engaging style
- Develop the ability to make decisions in complex and unpredictable contexts

Skills:

- Employ and synthesise writing techniques in ways that are both innovative and reflect an awareness of historic and current practice by analysing texts with high conceptual understanding
- Control and master narrative voice to guide and direct coherent, imaginative writing that answers the demands of your chosen genre
- Critically analyse the relationship between professional writers within different genres and your own writing practice and with traditional publishing and electronic publishing platforms

Values and attitudes:

- Show informed tolerance of a range of solutions to the problems of creative writing and how to respond creatively to the challenges of publishing
- Display open-mindedness towards constructive criticism of your own work and the self-confidence to recognise unhelpful criticism along with sensitivity to criticising other students
- Demonstrate and develop success in the habits of reflection and independent study
- Maintain integrity in negotiating the demands of the publishing industry and your own desires as a creative writer

This programme has been developed in accordance with the QAA Subject Benchmark 'Master's Degree Characteristics' (March 2010).

HOW WILL I LEARN?

Modes of teaching delivery

If the university is fully open for normal on-campus teaching:
You will acquire knowledge and understanding through a mix of formal lectures, writing workshops, individual tutorials, group project work, seminar contributions, study visits, work attachments, project work and independent learning and research.

If the university is not fully open for normal on-campus teaching:
You will acquire knowledge and understanding through a mix of formal lectures, writing workshops, individual and small-group tutorials, group project work, seminar contributions, project work and independent learning and research via a mix of online synchronous and asynchronous learning.

Visiting speakers, including guest authors, are invited regularly to support your learning and module projects and to contextualise other knowledge and skills you'll learn on the programme. You are encouraged, through a variety of strategies, to reflect on professional practice and professional frameworks during all of your applied work.

You will acquire attitudes and values through your interactions with lecturers, many of whom are professional writers or practicing publishers, and through a critical, reflective approach to your own writing practice and to working in publishing. Leading writers act as guest tutors and mentors while senior members of the publishing industry regularly visit and often sponsor projects. Publishing and writing master-classes also enable you to debate current issues within your field. Moodle is also embedded as a learning tool within the programme, offering you opportunities to interact with your fellow students and other programme academic staff outside of the classroom or workshop.

Your intellectual and cognitive skills will be developed through the programme's range of learning modes, which include lectures, seminars, tutorials, coursework, the option of an assessed work placement drafts of major writing projects and short assignments and in your final project.

Your subject specific and transferable skills are developed in the modules through lectures, seminars, tutorials, coursework, an optional assessed work placement or professional portfolio and in your major project.

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessment and Assessment Criteria
Summative assessment of the programme outcomes occur across the core and elective modules, and in the major project. Individual modules deploy a range of assessment methods, and include: analytical essays, examinations, assessed group and individual projects, including presentations with supporting research; portfolios of writing and publishing research which demonstrate evidence of skills gained through reflective analysis; professionally realistic submissions and an optional placement module; research-based assignments; and a substantial professional project or analytical dissertation.

The two core 30 credit modules typically offer an individual assessment (which may include a portfolio of creative writing, a substantial piece of redrafted creative writing with an accompanying self-reflective essay or a critical academic essay or a researched book proposal).

Many of the 15-credit modules combine individual assessments (which might be an essay or submission in a professional format) with a group assignment which typically offer credit for the appropriateness of the presentation in addition to research and knowledge.

Assessment Criteria are descriptions, based on the intended learning outcomes, of the skills, knowledge or attitudes that you need to demonstrate to complete an assessment successfully. The criteria are a mechanism by which the quality of an assessment can be measured. Grade-Related Criteria are descriptions of the level of skills, knowledge or attributes that you need to demonstrate in order to achieve a certain grade or mark in an assessment, providing a mechanism by which the quality of an assessment can be measured and placed within the overall set of marks. Assessment Criteria and Grade-Related Criteria will be made available to you to support you in completing assessments. These may be provided in programme handbooks, module specifications, on the virtual learning environment or attached to a specific assessment task.

Feedback on assessment
You can expect feedback that relates to the programme's consistent assessment criteria (as specified in the Programme Handbook, with supporting, formative teaching and exercises before assignments are marked for module credit). The module leaders will also give feedback related to the specific marking criteria for individual assignments. The programme's marking and feedback processes aim to ensure development of your skills and achievement throughout the programme, and especially to support your major project.

The timing of assignments and feedback is designed to enhance your cumulative confidence, skills and knowledge throughout the programme; and both individual and personal tutors are available to further support your creative and academic practice as well as your publishing-specific understanding and skills.

Feedback will be provided in line with our Assessment and Feedback Policy. In particular, you will normally be provided with feedback within three weeks of the submission deadline or assessment date. This would normally include a provisional grade or mark. For end of module examinations or an equivalent significant task (e.g. an end of module project), feedback will normally be provided within four weeks. The timescale for feedback on final year projects or dissertations may be longer. The full policy can be found at:
https://www.city.ac.uk/__data/assets/pdf_file/0008/68921/assessment_and_feedback_policy.pdf

Assessment Regulations
In order to pass your Programme, you should complete successfully or be exempted from the relevant modules and assessments and will therefore acquire the required number of credits.

The Pass mark for each module is 50%. Where there is more than one assessed component in a module the overall mark will be derived from an aggregation of the separate components. For the creative writing major project, all assessed work must achieve a 50 per cent minimum mark in all assessment components; further details will be found in the module specification.

If you fail an assessment component or a module you will normally be offered one resit attempt. However, if you did not participate in the first assessment and have no extenuating circumstances, you may not be offered a resit.

If you are successful in the resit, you shall be awarded the credit for that module. The mark used for the purpose of calculation towards your Award shall be capped at 50 per cent for resits.

If you do not satisfy your resit by the date specified you will not progress and the Assessment Board shall require that you withdraw from the Programme.

If you fail to meet the requirements for the Programme, but satisfy the requirements for a lower-level Award, then a lower qualification may be awarded as per the table below. If you fail to meet the requirements for the Programme and are not eligible for the award of a lower level qualification, the Assessment Board shall require that you withdraw from the Programme.

If you would like to know more about the way in which assessment works at City, please see the full version of the Assessment Regulations at:
http://www.city.ac.uk/__data/assets/word_doc/0003/69249/s19.doc

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WHAT AWARD CAN I GET?

Master's Degree:

	HE Level	Credits	Weighting (%)		Class	% required
Taught	7	120			With Distinction	70
Dissertation	7	60			With Merit	60
					Without classification	50

Postgraduate Diploma:

	HE Level	Credits	Weighting (%)		Class	% required
Taught	7	120	100		With Distinction	70
					With Merit	60
					Without classification	50

Postgraduate Certificate:

	HE Level	Credits	Weighting (%)		Class	% required
Taught	7	60	100		With Distinction	70
					With Merit	60
					Without classification	50

WHAT WILL I STUDY?

Taught component

Students must complete all of the core modules and select three elective modules from the list below. At least two of the electives need to have a 'PBM' SITS code identifier.

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Storytelling	CWM985	15	Core	No	7
Creative Writing Workshop	PBM010	30	Core	No	7
The Role of Editorial & Production: Managing Authors, Lists & Intellectual Property	PBM002	15	Core	No	7
Digital Publishing	PBM003	15	Core	No	7
Business & Marketing in Publishing	PBM001	15	Elective	No	7
International Publishing Case Studies	PBM009	15	Elective	No	7
Professional Placement	PBM005	15	Elective	No	7
Digital Product Innovation	PBM011	15	Elective	No	7
Creating & Developing Content in Print	PBM006	15	Elective	No	7
Strategic Management of Content: Print & Digital	PBM007	15	Elective	No	7
Text and Image	ENM009	15	Elective	No	7
Theorising Women's Writing	ENM008	15	Elective	No	7
Genre in Context	ENM007	15	Elective	No	7

Dissertation component

Module Title	SITS Code	Module Credits	Core/ Elective	Compensation Yes/No	Level
Major Project	PBM008	60	Core	No	7

TO WHAT KIND OF CAREER MIGHT I GO ON?

As part of the suite of creative writing programmes on offer at City, University of London you will benefit from our reputation for placing graduate students with agents and with major publishers. Aspiring writers on the programme will get exposure to agents, editors and others within both traditional and electronic publishing. For those who are interested in pursuing publishing as a career, you have the option of a work placement within the industry. We have for many years supported the career prospects of our publishing graduates via supportive links with an industry advisory board as well as alumni.

If you would like more information on the Careers support available at City, please go to: http://www.city.ac.uk/careers/for-students-and-recent-graduates.

WHAT STUDY ABROAD OPTIONS ARE AVAILABLE?
- Not applicable

WHAT PLACEMENT OPPORTUNITIES ARE AVAILABLE?

For those who are interested in pursuing publishing as a career, you have the option of completing an assessed placement within the industry. The publishing programmes enjoy the support of the major publishing groups including Macmillan, Hachette, Pearson, Penguin Random House and Hachette as well as a range of others including Profile, SAGE, Bloomsbury, John Wiley, CUP and Faber.

WILL I GET ANY PROFESSIONAL RECOGNITION?
- Not applicable

HOW DO I ENTER THE PROGRAMME?

To apply, you will normally be expected, as a minimum, to offer:
- a 2.1 honours degree or equivalent
- evidence of a commitment to a career as a professional writer in some capacity or in the publishing industry
- evidence of research into current industry conditions

You are also encouraged to apply if you have relevant professional experience; or if you can offer prior learning which may satisfy City's requirements for RPL/RPEL. If your first language is not English, you may also be expected to offer Level 7.0 in the IELTS English language test.