Module Title:	Effective Writing and Research
Language of Instruction:	English

Credits:	10

NFQ Level:	6

Module Delivered In	No Programmes

Teaching & Learning Strategies:	Lectures and digital lab based research. Media Studio practice work for some cohorts.

Module Aim:	The aim of this module is to develop the students' skills in writing for audiences and also to enhance their academic writing and research abilities for the purposes of the academy.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Write academically invoking academic standards and mores
LO2	Reference
LO3	Produce clean, structured written material.
LO4	Produce written work for different audiences and with the audience in mind.
LO5	Plan and manage writing projects and presentations.
LO6	Demonstrate digital literacy and information skills

Pre-requisite learning	
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*	
No recommendations listed	
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*	
No requirements listed	

Module Content & Assessment

Indicative Content
Writing for audiences: Theory: • 'Audience is King': understanding audiences • Study of writing styles: technical writing, writing for audiences, online authorship • Drafting and proofing techniques: correlation between carelessness and failure • Researching material
Writing for Audiences: Practice/workshops: • Understanding the audience • Drafting and proofing; methods of ensuring error-free work
Writing for the academy: Theory: • academic conventions: the value of academic writing • referencing made simple • Planning & Structure • paragraphing • Introductions and Conclusions • Deconstructing best-practice examples
Writing for the academy: Practice/workshops: • Writing essay outlines and creating mind-maps • Paragraph construction • Introductions and conclusions • Drafting
Research: • Planning research • Google Scholar • Using library resources • Annotated bibliography • Organizing and filing research data • Creating prose from research • Connecting multiple research findings
Learning to learn: • Knowing how you write • Knowing how you plan • Setting your style and mode of work, Roadmapping your work
Presentation Skills: • Creating an effective PowerPoint presentation • Theory of delivering effective presentations • Focus on audience • The Duarte Method

Assessment Breakdown	%
Continuous Assessment	50.00%
End of Module Formal Examination	50.00%

Continuous Assessment				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Other	bibliography	1,2,6	10.00	n/a
Other	Students complete writing activity (test/report)	3,4	10.00	n/a
Other	Students write an academic essay	1,2,3,4,5,6	20.00	n/a
Other	PowerPoint presentation of essay findings	4,5,6	10.00	n/a

No Project

No Practical

End of Module Formal Examination				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Formal Exam	End-of-Semester Final Examination	1,3,4	50.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Lecture	Every Week	3.00
	Total Hours	3.00