

BA in Journalism

Stage 1

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| Module | Writing for Arts and Culture |
| Course code | BAJO-WAC |
| Credits | 10 |
| Allocation of marks | 100% Continuous Assessment |

Module Objectives

This module investigates the practice of arts and culture journalism. Writing focusses on critical and journalistic skills. Learners are expected to write on as many disciplines as possible, specialisation is not required. Writing about arts and culture in any form requires learners to show a technical understanding of many genres beyond mere opinion writing: particular attention is paid to news, review, feature writing and making presentations. Learners develop skills to enable them to critically assess arts and culture events, writing and writers. Regular newspaper and magazine reading are required. A set text is read and analysed from a variety of perspectives. Attendance at a selection of live events throughout the course requires learners to be available some evenings during the semester.

Intended Module Learning Outcomes

On successful completion of this module learners will:

1. Complete a range of assignments to a professional standard, demonstrating a critical understanding of arts and culture writing.
2. Develop the skills needed to produce professional reviews of events in arts and culture to include music, TV and film.
3. Understand how arts and culture media is organised and how this organisation shapes content.
4. Understand methods of generating arts news stories and show an ability to formulate these ideas in a structured fashion
5. Present a critique of an arts and culture product.

Module Curriculum

Course Outline/Topics

1. What is Art/art and Culture/culture – historical overview of theoretical approaches to reading arts and culture
2. Popular Entertainment – music, TV, gaming
3. Literature – examination of texts, how do writers produce and audiences and readers make meanings from literary texts. Selected readings from contemporary writers such as Ian McEwan, JK Rowling, Colin Bateman,

4. Festivals – the arts and cultural year: music, film, book festivals, the phenomenon of culture night globally. How relevant are these events in discussing culture, how are they discussed in the media.
5. The image world – examination of the power of the image world in communicating cultural concepts, media response to the image world and media controversies – e.g. Sensation, banning of products
6. Prizes and publishing – the media and prizes for arts and culture. Who decides what is worthy of merit? The impact of prizes on the audience and profit.
7. Critiquing the critic – who writes about arts and culture, critical reading of media practitioners output. Researching critics and evaluating their writing.
8. Writing Skills - critical reading of selected texts in arts journalism; practical experience researching and writing arts news, reviews, features, and opinion pieces for print and online media.

Reading Lists and other Learning Materials

Essential reading:

Byrnes, William J, Management and the Arts, Focal Press

Carey, John, What good are the Arts, Faber and Faber

Highmore, Ben, Everyday life and cultural theory. An introduction, Routledge

Cartmell, Deborah, Pulping fictions: consuming culture across the literature/media divide, Pluto Press

Ryan, Marie-Laure, Narrative across media: the languages of storytelling, University of Nebraska Press

Module Learning Environment

The learning environment is designed to both engage the learners and to encourage their critical thinking. This is achieved through lectures which are designed to stimulate discussions and questions.

Learners are also supported with resources to offer structure and guidance. This includes lecture notes, reading materials as well as a detailed module curriculum that includes the learning outcomes, a class schedule, the necessary reading material and the assignment strategy. Participants also have access to Moodle, the College's Virtual Learning Environment (VLE).