

Module Code	:	AC-2201		
Module Title	:	Analysing Written Genres		
Programme	:	Bachelor of Arts		
Type of Module	:	Core/ Breadth/ Minor Core		
Modular Credits	:	4	Student Workload:	8 – 10 hours per week
			Contact Hours:	2 hours per week
Prerequisite	:	None		
Anti-requisite	:	None		
Aims :				
The module aims to provide students with a theoretical framework for the analysis of written texts in professional contexts to enable them to develop their interpretive and text productions skills.				
Module Content :				
The module will draw its theoretical content mainly from genre analysis complemented by models which aim to describe the context in which any particular communicative act takes place. The module will introduce and develop key concepts in genre analysis including the definition and characteristics of a genre, and notions of communicative purpose and discourse community. In addition, the module will look at the role non-linguistic features play in achieving communicative goals. Students will produce a variety of texts found in professional and media contexts. Relevant genres, both online and print, from old and new media will be analysed from psychological, sociological and linguistic perspectives.				
Assessment :	Examination :	40%	Coursework :	60%
	2 hours		Analyse unknown genre	20%
			Compare a print and an online version of the same genre	20%
			Create three examples of professional genres based on a set of client specifications	20%
Textbook(s)/References :				
Bhatia, V. K. (2004). <i>World's of written discourse</i> . London: Continuum.				
Devitt, A. J. (2004). <i>Writing genres (rhetorical philosophy & theory)</i> . Carbondale: Southern Illinois University Press				
Goddard, A. (2002). <i>The language of advertising</i> . (2 nd ed.) London: Routledge.				
Johns, A. (1997). <i>Text, role and context: Developing academic literacies</i> . Cambridge: Cambridge University Press				
Swales, J. (1990). <i>Genre analysis: English in academic and research settings</i> . Cambridge: CUP.				