



Programme Syllabus

For

Professional Writing Programme 180 HE credits

Program för professionellt skrivande 180 hp

Programme Code:	HGPSK
Level:	First Cycle
Valid from:	Autumn Semester 2012
Established:	2012-02-23
Diary Number:	HIG 2012/252
Established by:	The Faculty Board

Entry Requirements

Specific entry requirements 6 (English B, Social Studies A)

Expected Learning Outcomes

Knowledge and Understanding:

For a bachelor's degree, the student should

- demonstrate knowledge and understanding in the programme's main field of study, including knowledge of the disciplinary foundation of the field, knowledge of applicable methods in the area, advanced studies of some part of the field and an orientation in current research questions.

Competence and Skills:

For a bachelor's degree, the student should

- demonstrate the ability to search, collect, evaluate and critically interpret relevant information in a problem and to critically discuss phenomena, issues and situations,
- demonstrate the ability to independently identify, formulate and solve problems and to carry out assignments within given time frames,
- demonstrate the ability to account for and discuss information, problems and solutions in dialogue with different groups, orally and in writing, and
- demonstrate the skills required to work independently within the field that the education intends.

Judgement and Approach:

For a bachelor's degree, the student should

- demonstrate the ability to make assessments considering relevant scientific, social and ethical aspects, within the programme's main field of study,
- demonstrate an understanding of the role of knowledge in society and of people's responsibility for how it is used, and demonstrate the ability to identify the own need of additional knowledge and to develop the own skills.

Thesis (degree project)

For a bachelor's degree, the student must have successfully completed an individual assignment (degree project) of at least 15 HE credits, within the framework of the course requirements and the programme's main field of study.

Other

In order to achieve a higher education qualification and in addition to the requirements of the Higher Education Ordinance, the student should

- master the genre requirements of fiction, journalism and commercial writing, and the norms of scholarly writing.
- be able to account for the characteristics and structure of the genres of fiction, journalism, commercial and scholarly writing, and independently discuss how and why these genres are traditionally separated, and be able to analyse texts based on this understanding.
- be able to apply the results of textual analysis and knowledge of linguistic variation on individual and community level in the Swedish language area, in order to describe text types and genres, particularly in journalistic contexts.

See also the local degree ordinance.

The Contents and Arrangement of the Programme

Expected Learning Outcomes

The Professional Writing Programme constitutes 180 HE credits (with a specialisation of 90 HE credits in the main field of study) and results in a bachelor's degree in Swedish. The programme consists of courses in Creative Writing, Swedish and English.

The aim of the programme is both to provide the student with skills in three different journalistic genres (fiction, journalism and commercial writing) and in language planning, and to provide scholarly knowledge and understanding of different aspects of the main field of Swedish. Common for these aims is that the student should be able to reflect on the genre-specific approaches of fiction, journalism and commercial writing, based on a combination of written proficiency and a scholarly critical approach to the own writing. The increasingly flowing relationship between these genres in our contemporary media environment is in focus, and the consequences of this flowing relationship for both individual writers and published texts, as well as for the language and the public discussion in general.

The education intends to prepare the student to be able to flexibly work in a specific genre and/or genre-crossing as a writer or language planner in the media environment of today. But also to constitute a basis for a more theoretically based understanding of the relationship between writing, reading and text, and the relationship between a published text and different social fields. The student is thereby prepared for research in the main field of Swedish.

Arrangement

The education begins with two semesters of Creative Writing. There the writing is established in practice - with focus on different genres but also on the ability to formulate (and also receive) both critical and constructive responses to writers and unfinished texts. Academic tools (theoretical and methodological) to analyse and understand the writing process and texts in different journalistic genres are introduced, based on a critical, scholarly approach. Semester three continues with the course Swedish 2 for Professional Writing, which includes language structure, tendencies in the development of present-day Swedish and the standardisation of language and present-day linguistic variation on individual and community level in the Swedish linguistic area. Based on the experiences from the first year of the programme, the meaning of scholarly approach, scientific methodology, theory of knowledge and critical review of texts are studied and developed.

Semester four consists of a programme-specific course with focus on writing in a marketing context, and a course in English, where internationalisation and linguistic encounters are in focus, theoretically and in practice.

The last year consists of Creative Writing 3 and Swedish 3 for Professional Writing. Creative Writing 3 consists of both advanced theoretical literature and writing courses and a longer individual written project in one, or a deliberate combination of, the genres of fiction, journalism and/or commercial writing. This project may very well be carried out in cooperation with external actors in the media sector.

Semester six consists of the course Swedish 3 for Professional Writing, which contains a research-preparatory thesis concluding the education. Theory of knowledge and research methods are studied in specific parts. The student also acquires knowledge of relevant research in current fields, for example research on writing, conversation or scientific conversation analysis. The arrangement of the programme as a whole aims towards a clear progression of the studies, both in written proficiency as well as scholarly approach and critical thinking.

Main Field of Study

The main field of Swedish includes the courses Creative Writing and Swedish. Swedish includes several areas, such as language structure, sociolinguistics or the history of language. Within the Professional Writing Programme, the courses in Swedish have special focus on textual analysis, language planning and knowledge of linguistic variation on individual and community level in the Swedish linguistic area, in order to describe text types and genres, especially in journalistic contexts.

Creative Writing is basically devoted to mastering the different genre requirements of fiction, journalism and commercial writing through practical writing. It is a separate part of the subject of

Swedish with more focus on using language than on studying language. As academic courses, they also include analytical elements. In parallel with pure textual analysis, culture-theoretical and social aspects of writing are also studied.

Courses

Year 1

Period	Course Name	Level	HE credits	Main Field of Study
1: 1-2	Creative Writing 1	G1N	30	Swedish
1: 3-4	Creative Writing 2	G1F	30	Swedish

Year 2

Period	Course Name	Level	HE credits	Main Field of Study
2: 1-2	Swedish 2 for Professional Writing	G1F	30	Swedish
2: 3-4	Writing English in an International Context	G1N	15	English
2: 3-4	Commercial Writing	G1N	15	Swedish

Year 3

Period	Course Name	Level	HE credits	Main Field of Study
3: 1-2	Creative Writing 3	G2F	30	Swedish
3: 3-4	Swedish 3 for Professional Writing	G2E	30	Swedish

Higher Education Qualification

Those who have successfully completed the all courses on the programme fulfil the requirements for a bachelor's degree in Swedish.

Degree of Bachelor of Science (with a major in Swedish Language).

Student Influence and Evaluation

The council for educational affairs should be linked to the study programme. The faculty programme director should be included in the council and be the chairman and summoner. The purpose of the council for educational affairs is to give students and representatives from the working life/society influence over the study programmes.

The programme students should be given the opportunity to give their opinions of the study programme annually in a programme evaluation. The programme evaluation should be carried out through the use of an evaluation tool common for all higher education institutions. A compilation of the evaluation results should be submitted to the Faculty Board.