



Module Definition Form (MDF)

Module code: MOD005864	Version: 2 Date Amended: 03/Apr/2024
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1. Module Title
Contemporary Publishing for Writers

2a. Module Leader
Alison MacLeod

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
4

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	BA (Hons) Writing and English Literature; BA (Hons) Writing and Film); BA (Hons) Creative Writing		

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

This module demystifies the publishing industry and the author promotion activities of the literary world. It covers the process of being published, the different roles in publishing and types of publishing, cultural trends, and how books reach readers in a digital media environment. You will learn about national and international publishing from small presses and independents to imprints and the 'Big 5'.

Through practical publishing exercises, you will gain useful transferable skills such as developing ideas into engaging book concepts, editing your own work, and writing concisely.

6b. Outline Content

- The publishing process: from idea to publication
- Who's who in publishing: job roles
- How publishers add value: Paratext theory, design and book marketing
- The literary world and author promotion: reviews, events, prizes, magazines
- Writing and editing skills: self-editing, writing concisely
- Research skills: identifying key sources, referencing

6c. Key Texts/Literature

The reading list to support this module is available at: <https://readinglists.aru.ac.uk/>

6d. Specialist Learning Resources

None

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Show an understanding of the ways in which publishing contexts shape creation and reception of texts
2	Knowledge and Understanding	Demonstrate the ability to analyse and discuss publishing context and the 21st-century publishing industry
3	Intellectual, practical, affective and transferrable skills	Conduct research into appropriate secondary materials and engage analytically with these
4	Intellectual, practical, affective and transferrable skills	Communicate the above knowledge and understanding in coherent, competently written English

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	None	None
Other teacher managed learning	24	1,2,3,4	Seminar 2 hr x 12 weeks
Student managed learning	126	1,2,3,4	Student-managed learning: independent study and writing
TOTAL:	150		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1,2,3,4	100 (%)	Fine Grade	30 (%)
2000-word case study on an aspect of publishing.					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:

- (a) achieve the qualifying mark for each element of fine graded assessment as specified above
- (b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]