

MODULE CODE: CSCW7011

TITLE: The Writer's World

LEVEL: 7

CREDITS: 30

AIM(S)

- To enhance the student's understanding of the larger world within which creative writers work, publish, and make a living.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to demonstrate:

- a comprehensive knowledge and understanding of the commercial realities of creative writing;
- a systematic understanding of the complexity and variety of work and funding opportunities open to creative writers;
- a sophisticated critical awareness of current practices and developments in securing prospects for publication.

INDICATIVE CONTENT

The module will consider the broad commercial realities of creative writing. A typical session would be divided into two halves, a lecture given by a practitioner followed by a one hour seminar exploring in depth the issues associated with the particular area of expertise. Areas of focus for the weekly seminars will include the following:

- Book publishing;
- Periodical publishing;
- Marketing creative writing; literary agents and their role in publishing;
- Arts Council support of literary activity; grants, bursaries, residencies;
- The functioning of writers' organizations; the Welsh Academy, the Writers' Guild of Great Britain and comparable organizations in the UK and America,
- organizations such as the Poetry Society, P.E.N., etc;
- The relation of the writer to the academic world; the possibilities of employment at various levels; academic residencies for writers; the role of university presses;
- Writing for the media, and particularly, for television.

LEARNING AND TEACHING STRATEGY

The allocation of teaching to deliver the module is:

<i>Activity type</i>	<i>Hours</i>	<i>Percentage</i>
Scheduled learning	30	10%
Independent learning	270	90%
TOTAL	300	100%

ASSESSMENT

Coursework 100%

Assessment Component 1 – 100%

Portfolio: To the equivalent of 6000 words

TOTAL 100%

Exemplar: 'A detailed and professionally produced book proposal to an appropriate publisher.'

BIBLIOGRAPHY

Essential

Writers' and Artists' Yearbook London: A and C Black, latest edition.

Additional material will be selected by tutors determined by the theme of particular sessions and the interests of students.

Recommended:

Blake, C. *From Pitch to Publication*, Basingstoke: Macmillan, 2001.

Carpenter, K. ed.. *Books and Society in History*, New York: Bowker, 1983.

Chappell, W. *A Short History of the Printed Word*, New York: Knopf, 1970.

Chartier, R. *Forms and Meanings: Texts, Performances, and Audiences from Codex to Computer*, Philadelphia: University of Pennsylvania Press, 1995.

Clark, G. *Inside Book Publishing*, London: Routledge, 2004.

Crompton, A. *Do Your Own Advertising*, London: Hutchinson, 1987.

Danson, P. *Creative Writing and the New Humanities*, London: Routledge, 2004.

Davies, G. *The Professionals' Guide to Publishing*, London: Kogan Page, 2011.

Dobrian, J. *Business Writing Skills*, New York: Amacom, 2000.

Finch, P. *How to Publish your Poetry*, London: Allison and Bushby, 1998.

Finch, P. *The Poetry Business*, Bridgend: Seren, 1994.

Forster, W. A. ed. *Getting In Print: Staying in Print*, Hatfield: HERTIS, 1990.

Hall, D. D. *Cultures of Print: Essays in the History of the Book*. Amherst: University of Massachusetts Press, 1996.

Hamilton, A. *Writing Matters*, London: RIBA, 1990.

Harper, G. *Teaching Creative Writing*, London: Continuum, 2006.

Heffron, J. *The Writer's Idea Book*, Cincinnati: Writer's Digest Books, 2002.

Jones, H. *Publishing Law*, London: Routledge, 2011.

Legat, M. *The Nuts and Bolts of Writing*, London: Hale, 2000.

Legat, M. *The Writer's Rights*. London: A and C Black, 2002.

Legat, M. *Writing for Pleasure and Profit*, London: Robert Hale, 1986.

MLA Style Manual and Guide to Scholarly Publishing.

Monteith, M. ed. *Teaching Creative Writing*, Buckingham: Open University Press, 1992.

Oliver, V. *Power Sales Words: How to Write It, Say It and Sell It with Sizzle*, Naperville, IL: Sourcebooks, 2006.

Smith, F. *Writing and the Writer*, London: Heinemann, 1982.

Tennant, E. *The ABC of Writing*, London: Faber, 1992.

Williams, R. *Writing in Society*, London: Verso, 1983.