

**Module Description, available in: EN**

## *Academic Writing and Presenting*

### General Information

**Number of ECTS Credits**

3

**Module code**

CM\_AcWritPre

**Valid for academic year**

2020-21

**Last modification**

2020-01-06

**Coordinator of the module**

Patrick Studer (ZHAW, stup@zhaw.ch)

**Explanations regarding the language definitions for each location:**

- Instruction is given in the language defined below for each location/each time the module is held.
- Documentation is available in the languages defined below. Where documents are in several languages, the percentage distribution is shown (100% = all the documentation).
- The examination is available 100% in the languages shown for each location/each time it is held.

	Lausanne			Lugano	Zurich		
<b>Instruction</b>					X E 100%		
<b>Documentation</b>					X E 100%		
<b>Examination</b>					X E 100%		

**Module Category**

CM Context module

**Lessons**

2 lecture periods and 1 tutorial period per week

### Entry level competences

**Prerequisites, previous knowledge**

English level B2 (CEFR)

### Brief course description of module objectives and content

The goal of this module is to help students to further develop their knowledge and skills in academic writing and presenting through the medium of English. Students will learn what it means to write advanced academic texts and to present them to an audience in an accurate, appropriate and convincing manner. The module is divided into a writing and a speaking part.

The writing part of the module focuses on key document types students are expected to master in their academic and professional careers. Using examples and engaging students in practical exercises, the writing part particularly highlights the importance of the academic argument, analysing its structure, components and styles. It looks at how arguments can be built into bigger text blocks that form part of academic text types such as

abstracts, introductions, analyses, and others.

The speaking part of the module focuses on how to prepare and deliver academic presentations. How much detail is necessary? Which sources should be referenced? What information should be included in the presentation slides? How do I create interest in the topic? In this second part of the module, the emphasis will be placed on argumentation techniques but also highlight appearance, self-confidence, clarity and orientation to the audience.

Students are encouraged to work on real writing and presentation projects in English as part of the course.

## Aims, content, methods

### Learning objectives and competencies to be acquired

At the end of the module, students are able

- to produce advanced academic texts in writing and speaking, paying attention to accuracy, argumentation and the intended target audience;
- to reflect critically on the quality of academic texts, both in speaking and writing, referring to relevant theories;
- to assess their own writing and presentation abilities, using appropriate instruments for self-assessment;
- to define pathways for future development in the area of academic writing and presenting.

### Module content with weighting of different components

#### Academic writing

- Academic writing style (vocabulary, sentence formation, linking, etc.)
- Academic text types and their structure
- Academic publishing
- Academic argumentation
- Reader orientation in writing
- Writing as a process in applied research

#### Academic presenting

- Presenting as telling a story
- Visual and textual aids during presentation
- Rhetorical clarity
- Presenting in a convincing and enthusiastic manner
- Handling stage fright

### Teaching and learning methods

- Blended learning, plenary lectures
- Self-study project work in small groups

### Literature

A reader will be provided at the start of the semester.

## Assessment

### Certification requirements

Module uses certification requirements

### Certification requirements for final examinations (conditions for attestation)

Two in-semester project assignments, both have to be rated "sufficient" by the lecturers

Assignment 1

- Collaborative writing project in small group

Assignment 2

- Collaborative presentation in small group

(Alternatively: Two in-semester project assignments, which will be graded separately. The projects count 30% towards the final grade; the final written exam counts 70%).

### Basic principle for exams

**As a rule, all standard final exams are conducted in written form. For resit exams, lecturers will communicate the exam format (written/oral) together with the exam schedule.**

**Standard final exam for a module and written resit exam**

**Kind of exam**

Written exam

**Duration of exam**

120 minutes

**Permissible aids**

*Aids permitted as specified below:*

**Permissible electronic aids**

No electronic aids permitted

**Other permissible aids**

Open book

**Special case: Resit exam as oral exam**

**Kind of exam**

Oral exam

**Duration of exam**

30 minutes

**Permissible aids**

No aids permitted