Module Description, available in: EN

Academic Writing and Presenting

General Information

Number of ECTS Credits

3

Module code

CM_AcWritPre

Valid for academic year

2024-25

Last modification

2021-02-04

Coordinator of the module

Hanspeter Schmid (FHNW, hanspeter.schmid@fhnw.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		
Instruction	**X** E 100%				**X** E 100%		
Documentation	**X** E 100%				**X** E 100%		
Examination	**X** E 100%				**X** E 100%		

Module Category

CM Context module

Profile Recommendations

This module is recommended for the following profiles:

	Lausanne	Zurich
Profile	CE, CS, DS	EIE, ICS, Pho

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 academic texts and to present to an audience in an accurate, appropriate, and convincing manner. The module is divided into a writing and a presenting 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 presenting 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 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;
- to assess writing and presentation abilities, using appropriate instruments for self- and peer-assessment;
- to gain some understanding for possible 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)

Zürich

Within the semester,

- students have to actively participate in writing work groups
- students have to submit individual homework assignments in the presenting part

in order to be admitted to the final exam. Details will be published in the syllabus. The semester work does not give marks.

Lausanne

Within the semester,

- 1 individual multiple-choice quiz contributes 10% each to the final mark
- 2 individual work assignments (writing and presenting) contribute a total of 20% to the final mark

The final exam then contributes the remaining 70% to the final mark.

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

Open Internet.
ChatGTP can be used, but must be referenced. If an answer was given using ChatGTP, the text must be marked with "..." [ChatGTP output] or "..." [edited ChatGTP ouput].
The same has to be done for any other text production or editing tool.

Other permissible aids

Open book, open Internet, as described above.

Special case: Resit exam as oral exam

Kind of exam

Oral exam

Duration of exam

30 minutes

Permissible aids

No aids permitted