

**Westwood Dynamic Limited**

**Course Syllabus/Content**

**WD-UK Level 5 (UK Qualifications Framework – English Language)  
(Credits 120)**

<b>Revised Modules</b>	<b>Contact hours (Full-Time)</b>	<b>Contact hours (Part-Time)</b>	<b>Assessment</b>	<b>Teaching Methods</b>	<b>Passing Mark</b>
Advanced Writing and Rhetoric	50	50	Assignment Based	Classroom Lectures & Online	50%
Sociolinguistics and Dialectology	50	50	Assignment Based	Classroom Lectures & Online	50%
Discourse Analysis	50	50	Assignment Based	Classroom Lectures & Online	50%
English for Professional Communication	50	50	Assignment Based	Classroom Lectures & Online	50%
Research Methods in Linguistics	50	50	Assignment Based	Classroom Lectures & Online	50%

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info@wdynamic.co.uk

Advanced Literary Studies	50	50	Assignment Based	Classroom Lectures & Online	50%
Stylistics and Language Variation	50	50	Assignment Based	Classroom Lectures & Online	50%
English for Media and Journalism	50	50	Assignment Based	Classroom Lectures & Online	50%
Language Teaching Methodologies	50	50	Assignment Based	Classroom Lectures & Online	50%
Language and Gender	50	50	Assignment Based	Classroom Lectures & Online	50%

## Westwood Dynamic Limited

<b>Subject</b>	<b>Advanced Writing and Rhetoric</b>
<b>Aims and Objectives</b>	<p><b>Aim:</b> This course aims to refine students' writing skills and deepen their understanding of rhetorical principles, enabling them to produce sophisticated and persuasive written texts across a variety of genres and contexts.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To familiarize students with advanced rhetorical concepts and strategies for effective persuasion in writing.</li> <li>2. To provide students with opportunities to analyze and emulate rhetorical techniques employed by accomplished writers.</li> <li>3. To enhance students' ability to craft compelling arguments, narratives, and expository texts through practice and feedback.</li> <li>4. To cultivate students' awareness of audience, purpose, and context in writing, and their ability to adapt language and style accordingly.</li> <li>5. To empower students to become skilled and confident communicators capable of influencing and engaging readers through their writing.</li> </ol>
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate understanding of advanced rhetorical concepts, including ethos, pathos, logos, rhetorical appeals, rhetorical strategies, and rhetorical devices.</li> <li>2. Analyze and evaluate rhetorical techniques employed in a variety of written texts, including essays, speeches, advertisements, editorials, and literary works.</li> <li>3. Craft compelling arguments and persuasive essays, utilizing rhetorical appeals, evidence, reasoning, and counterarguments to support claims effectively.</li> <li>4. Develop narratives with depth, complexity, and emotional resonance, employing techniques such as characterization, plot development, and narrative structure to engage readers.</li> <li>5. Produce expository texts that convey complex ideas clearly and persuasively, using organization, coherence, and transitions to guide readers through the text.</li> </ol>
<b>Credit Points:</b>	12 credit points
<b>Assessment</b>	<ul style="list-style-type: none"> <li>▪ Assignment based</li> </ul>
<b>Teaching Mode (Full-Time)</b>	<p>Lectures: 60 hours  Tutorials/workshop: 30 hours  Private Study: 30 hours  Total: 120 hours</p>

## Westwood Dynamic Limited

<b>Subject</b>	<b>Sociolinguistics and Dialectology</b>								
<b>Aims and Objectives</b>	<p><b>Aim:</b> This course aims to explore the relationship between language and society, with a focus on understanding the social factors that influence language variation and change, including dialects, sociolects, and language attitudes.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to key concepts, theories, and methods in sociolinguistics and dialectology.</li> <li>2. To examine the social dimensions of language variation, including regional, social, and cultural factors.</li> <li>3. To explore the role of language attitudes, identity, and power in shaping linguistic variation and language use.</li> <li>4. To provide students with analytical tools and research skills for investigating language variation and change in different communities and contexts.</li> <li>5. To foster critical thinking and reflection on language diversity, inequality, and social justice issues.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Define and explain key concepts and theories in sociolinguistics and dialectology, including language variation, dialects, sociolects, language change, and language attitudes.</li> <li>2. Analyze and interpret patterns of language variation and change, including regional dialects, social dialects, and historical dialectology.</li> <li>3. Understand the social factors that influence language variation, including geographic, socioeconomic, ethnic, and cultural factors.</li> <li>4. Identify and describe linguistic features associated with different dialects and sociolects, including phonological, morphological, syntactic, and lexical differences.</li> <li>5. Recognize the role of language attitudes and ideologies in shaping perceptions of language variation and language diversity.</li> </ol>								
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<b>Subject</b>	<b>Discourse Analysis</b>								
<b>Aims and Objectives</b>	<p><b>Aim:</b> This course aims to provide students with the tools and methods for analyzing and interpreting spoken and written discourse, enabling them to understand how language is used to construct meaning, power, and identity in social interactions.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the principles, theories, and methodologies of discourse analysis.</li> <li>2. To familiarize students with different types of discourse, including conversation, narrative, argumentation, and institutional discourse.</li> <li>3. To develop students' skills in analyzing linguistic features, structures, and strategies used in discourse production and interpretation.</li> <li>4. To provide students with opportunities to apply discourse analysis techniques to real-world texts and contexts.</li> <li>5. To foster critical thinking and reflection on the role of discourse in shaping social relations, ideologies, and identities.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Define and explain key concepts and theories in discourse analysis, including discourse structure, coherence, cohesion, and discourse markers.</li> <li>2. Analyze and interpret spoken and written discourse using linguistic tools and analytical frameworks, including conversation analysis, narrative analysis, and critical discourse analysis.</li> <li>3. Identify and analyze discourse features such as turn-taking, adjacency pairs, repair sequences, discourse markers, speech acts, and narrative structures.</li> <li>4. Recognize the social and cultural contexts that shape discourse production and interpretation, including power dynamics, gender, ethnicity, and social class.</li> <li>5. Apply discourse analysis techniques to analyze various types of discourse, including everyday conversations, interviews, media texts, political speeches, and academic discourse.</li> </ol>								
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<b>Subject</b>	<b>English for Professional Communication</b>								
<b>Aims and Objectives</b>	<p><b>Aim:</b> This course aims to equip students with the language skills and strategies necessary for effective communication in professional contexts, including workplace settings, business environments, and professional interactions.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To develop students' proficiency in professional communication skills, including writing, speaking, listening, and interpersonal communication.</li> <li>2. To provide students with opportunities to practice and refine language skills relevant to various professional contexts, such as meetings, presentations, negotiations, and networking.</li> <li>3. To enhance students' ability to produce professional documents and correspondence, such as emails, reports, memos, and resumes.</li> <li>4. To cultivate students' awareness of professional communication norms, etiquette, and cultural differences.</li> <li>5. To empower students to communicate confidently, persuasively, and professionally in English-speaking workplaces and professional settings.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate proficiency in written professional communication, including composing clear, concise, and well-organized emails, reports, memos, and other business documents.</li> <li>2. Deliver effective oral presentations and speeches in professional settings, utilizing appropriate language, visual aids, and delivery techniques to engage and persuade audiences.</li> <li>3. Participate confidently and actively in meetings, discussions, and negotiations, demonstrating effective listening, speaking, and interpersonal communication skills.</li> <li>4. Adapt communication style and register to suit different professional contexts, audiences, and purposes, demonstrating awareness of cultural and linguistic diversity.</li> <li>5. Apply principles of professional communication etiquette, including norms of courtesy, diplomacy, and respectfulness in workplace interactions.</li> </ol>								
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<b>Subject</b>	<b>Research Methods in Linguistics</b>								
<b>Aims and Objectives</b>	<p><b>Aim:</b> This course aims to familiarize students with the principles, methodologies, and techniques used in linguistic research, providing them with the skills and knowledge necessary to design and conduct empirical studies in linguistics.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to key concepts and theories in linguistic research methodology.</li> <li>2. To develop students' understanding of different research methods and approaches used in linguistics, including qualitative, quantitative, and mixed-methods research.</li> <li>3. To provide students with practical skills for designing research studies, collecting and analyzing data, and interpreting research findings.</li> <li>4. To foster critical thinking and reflection on ethical considerations, validity, reliability, and generalizability in linguistic research.</li> <li>5. To empower students to conduct independent research projects and contribute to the advancement of knowledge in the field of linguistics.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Define and explain key concepts and terminology related to research methodology in linguistics, including variables, hypotheses, research questions, and data analysis techniques.</li> <li>2. Identify and evaluate different research methods and designs used in linguistic research, including experimental, observational, survey, corpus-based, and ethnographic methods.</li> <li>3. Design research studies in linguistics, including formulating research questions, selecting appropriate methodologies, designing research instruments, and planning data collection procedures.</li> <li>4. Collect and analyze linguistic data using qualitative and/or quantitative methods, including transcription, coding, statistical analysis, and interpretation of findings.</li> </ol>								
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<b>Subject</b>	<b>Advanced Literary Studies</b>								
<b>Aims and Objectives</b>	<p><b>Aim:</b> This course aims to deepen students' understanding and appreciation of literature through advanced study of literary texts, genres, theories, and critical approaches.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to advanced concepts, theories, and methodologies in literary analysis and interpretation.</li> <li>2. To provide students with opportunities to engage critically with a range of literary texts from different historical periods, cultural contexts, and genres.</li> <li>3. To develop students' skills in close reading, textual analysis, and critical writing about literature.</li> <li>4. To foster interdisciplinary perspectives and connections between literature and other fields of study, such as history, philosophy, psychology, and cultural studies.</li> <li>5. To empower students to think independently, creatively, and analytically about literature and its significance in shaping individual and collective identities.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate advanced knowledge of key concepts, theories, and methodologies in literary studies, including literary criticism, literary theory, and literary history.</li> <li>2. Analyze and interpret literary texts from different genres, periods, and cultural traditions, demonstrating sensitivity to language, form, structure, and style.</li> <li>3. Engage critically with literary texts through close reading, identifying and analyzing themes, motifs, symbols, and literary devices.</li> <li>4. Evaluate different critical approaches to literature, including formalism, structuralism, psychoanalysis, feminism, postcolonialism, and ecocriticism, among others.</li> <li>5. Synthesize insights from literary theory and criticism to develop original and nuanced interpretations of literary texts.</li> </ol>								
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<b>Subject</b>	<b>Stylistics and Language Variation</b>								
<b>Aims and Objectives</b>	<p><b>Aim:</b> This course aims to explore the principles of stylistic analysis and language variation, examining how language use varies across different contexts, genres, and speakers.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the principles and methods of stylistic analysis in linguistics.</li> <li>2. To examine the role of language variation in shaping linguistic style and meaning in different contexts.</li> <li>3. To develop students' skills in analyzing and interpreting stylistic features in written and spoken texts.</li> <li>4. To provide students with insights into the relationship between language variation and sociocultural factors such as region, social class, gender, and ethnicity.</li> <li>5. To empower students to apply stylistic analysis techniques to real-world texts and contexts, including literary texts, advertising, media discourse, and everyday conversation.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Define and explain key concepts and terminology in stylistics and language variation, including style, register, genre, and linguistic variation.</li> <li>2. Analyze and interpret stylistic features in written and spoken texts, including lexical, syntactic, phonological, and discourse-level features.</li> <li>3. Identify patterns of language variation across different contexts, genres, and speakers, including regional dialects, social dialects, and linguistic innovations.</li> <li>4. Understand the sociocultural factors that influence language variation, including region, social class, gender, ethnicity, and age.</li> <li>5. Apply stylistic analysis techniques to analyze a variety of texts, including literature, advertisements, political speeches, digital discourse, and everyday conversation.</li> </ol>								
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<b>Subject</b>	<b>English for Media and Journalism</b>								
<b>Aims and Objectives</b>	<p><b>Aim:</b> This course aims to equip students with the language skills and knowledge necessary for effective communication in media and journalism contexts, including writing, reporting, editing, and multimedia production.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To develop students' proficiency in written and spoken English for media and journalism purposes.</li> <li>2. To familiarize students with the conventions, styles, and genres of media and journalism writing, including news reporting, feature articles, opinion pieces, and multimedia storytelling.</li> <li>3. To provide students with opportunities to practice and refine journalistic skills such as interviewing, researching, fact-checking, and ethical reporting.</li> <li>4. To cultivate students' awareness of media literacy, ethics, and the role of journalism in society.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate proficiency in written and spoken English for media and journalism purposes, including clarity, accuracy, and effectiveness of communication.</li> <li>2. Write news articles, feature stories, editorials, and opinion pieces following journalistic conventions and styles, including adherence to AP style guidelines.</li> <li>3. Conduct interviews with sources, research topics, gather information, and verify facts for journalistic reporting, demonstrating ethical standards and accuracy in reporting.</li> <li>4. Edit and revise written content for clarity, conciseness, and coherence, addressing feedback and improving overall quality of writing.</li> <li>5. Produce multimedia content for digital platforms, including podcasts, videos, infographics, and social media posts, utilizing appropriate language and storytelling techniques.</li> </ol>								
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<b>Subject</b>	<b>Language Teaching Methodologies</b>								
<b>Aims and Objectives</b>	<p>Aim: This course aims to familiarize students with various language teaching methodologies, approaches, and techniques, providing them with the knowledge and skills necessary to design and implement effective language teaching practices.</p> <p>Objectives:</p> <ol style="list-style-type: none"> <li>1. To introduce students to key concepts, principles, and theories in language teaching methodology.</li> <li>2. To explore different approaches to language teaching, including communicative language teaching, task-based language teaching, and content-based instruction.</li> <li>3. To provide students with practical techniques and strategies for lesson planning, classroom management, and assessment in language teaching.</li> <li>4. To develop students' awareness of learner-centered pedagogy, learner motivation, and individual differences in language learning.</li> <li>5. To empower students to critically evaluate and adapt language teaching methodologies to diverse learning contexts and student populations.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate understanding of key concepts, principles, and theories in language teaching methodology, including the role of input, interaction, and feedback in language learning.</li> <li>2. Identify and describe different language teaching approaches and methodologies, including behaviorism, cognitivism, constructivism, and sociocultural theory.</li> <li>3. Design and implement effective lesson plans for language teaching, incorporating principles of sequencing, scaffolding, and differentiation to meet diverse learner needs.</li> <li>4. Select and adapt appropriate teaching techniques and activities to promote language learning goals, including speaking, listening, reading, and writing skills.</li> <li>5. Foster learner motivation and engagement through communicative tasks, authentic materials, and meaningful interaction in the language classroom.</li> </ol>								
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<b>Subject</b>	<b>Language and Gender</b>								
<b>Aims and Objectives</b>	<p><b>Aim:</b> This course aims to explore the relationship between language and gender, examining how language reflects, reinforces, and challenges gender identities, stereotypes, and power dynamics in society.</p> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to key concepts, theories, and methodologies in the study of language and gender.</li> <li>2. To examine how language use varies according to gender, including differences in vocabulary, pronunciation, grammar, and discourse styles.</li> <li>3. To provide students with insights into the social and cultural factors that influence language and gender identities, including societal norms, gender roles, and intersectionality.</li> <li>4. To foster critical thinking and reflection on the ways in which language both reflects and shapes perceptions of gender and gendered experiences.</li> <li>5. To empower students to engage in informed discussions and activism around issues of language, gender equality, and social justice.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Define and explain key concepts and terminology related to language and gender, including genderlects, linguistic sexism, and gender performativity.</li> <li>2. Analyze and interpret language variation and differences according to gender, including lexical choices, intonation patterns, and conversational styles.</li> <li>3. Understand the social and cultural factors that influence language and gender identities, including societal norms, gender roles, and socialization processes.</li> <li>4. Critically evaluate representations of gender in language, media, and popular culture, recognizing and challenging stereotypes, biases, and discriminatory language practices.</li> <li>5. Explore the intersections of gender with other social categories such as race, class, sexuality, and ethnicity, considering how multiple identities shape language use and experiences.</li> </ol>								
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