

WHAT CAN I STUDY?

- 13 **BRANDING, ADVERTISING AND DIGITAL MARKETING**
- 13 **CREATIVE WRITING**
- 13 **DIGITAL ANIMATION: CREATING A 3D COMPUTER GENERATED MOVIE**
- 14 **GLOBAL MEDIA AND COMMUNICATIONS LAW**
- 14 **INEQUALITY AND SOCIETY IN THE GLOBALISED WORLD**
- 14 **JAPAN ORIENTATION**
- 15 **PLAGUE AND DISEASE IN THE MEDIEVAL CITY**
- 15 **READING SHAKESPEARE'S ENGLAND**
- 15 **RELIGION AND REBELLION: MEDIEVAL EAST ANGLIA 1066-1216**

WHAT CAN I STUDY?



BRANDING, ADVERTISING AND DIGITAL MARKETING Norwich Business School

Branding is the essence of creating a distinctive product or service that has market appeal and which consumers instantly recognise. Learn the secrets of how the world's most successful brands are so recognizable through how they are presented and advertised. Gain invaluable insights on the methods of marketing that work to connect brands with consumers and help propel sales through traditional media, like press and TV adverts, but also increasingly through digital marketing via the Internet. This module provides the theory and practice of building and maintaining successful brands and communicating them to the target market, with hands on activities to understand how advertising campaigns are designed, developed and managed.



CREATIVE WRITING School of Literature, Drama and Creative Writing

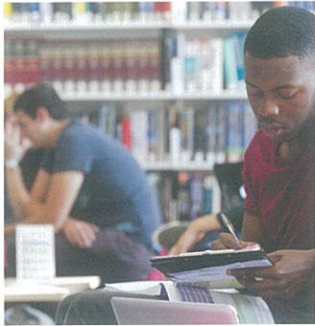
Study in England's only UNESCO City of Literature – the place where literature, quite simply, is happening. Experiment with prose, fiction and poetry and explore your creativity whilst being guided in the craft and technical elements of creative writing. Students will study the work of established authors alongside gaining the disciplines necessary to be a writer themselves, including writing in drafts and reading as a writer. The module treats literature with our signature combination of intellectual rigour and creative innovation.



DIGITAL ANIMATION: CREATING A 3D COMPUTER GENERATED MOVIE School of Computing Science

Students will focus on gaining practical experience in creating and modifying 3D models using the industry standard software Autodesk 3ds Max. Topics will include learning how to apply a range of textures and surfaces to the objects and how to add lighting for realism and special effects, leading towards a final animation project. Students will have access to top class teaching facilities, including a specialised graphics lab, an electronics hardware lab and a fully equipped Mac lab.

WHAT CAN I STUDY?



GLOBAL MEDIA AND COMMUNICATIONS LAW Law School

Increased access to the internet has played a significant role in how media industries and governments regulate the media. This has led to concerns about human rights and has posed new problems for the law. Many have predicted that the internet will make borders less relevant, especially with the prevalence of smart phones and mobile technologies. Students will be encouraged to share the legal systems of their own countries to explore the challenges posed by the developments of the 'information society'.



INEQUALITY AND SOCIETY IN THE GLOBALISED WORLD School of Politics, Philosophy, Language and Communication Studies

In our global and changing society it is crucial to become an effective intercultural mediator, with the ability to deal with social issues in international and multicultural settings. Examine how globalisation is embedded in cultural contexts whilst focussing on both global social issues and personal experiences. Critically discuss concepts of language and power, gender discrimination in the workplace, and cultural awareness; observe how these notions inform and influence organisations and practitioners, and learn the repercussions of outcomes.



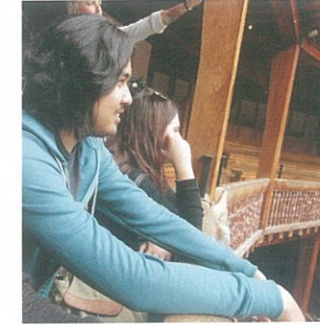
JAPAN ORIENTATION Centre for Japanese Studies

Japan plays a significant role in the contemporary world, yet it is still seen by many as an unknown and mysterious culture. This module explores the latest approaches to Japanese studies with delivery focussed upon stimulating discussions involving leading researchers and experts in the field of Japanese studies. Students will gain an enhanced passion for the history of Japan, Japanese culture and the future of Japan within our global society with guest lectures, workshops and fieldtrips to enhance class discussions.



PLAGUE AND DISEASE IN THE MEDIEVAL CITY Interdisciplinary Institute for the Humanities

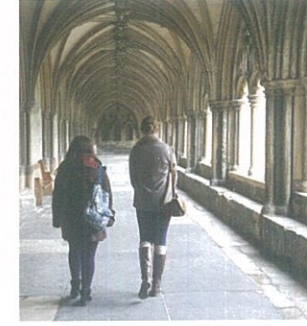
Norwich is one of England's most complete medieval cities, housing a 12th-century castle, 2 cathedrals and 750-year-old hospital, providing the perfect platform to enhance learning in a contextual environment. The module investigates the standards of living and patterns of disease faced by medieval people on a daily basis. Students will explore the relative effectiveness of actions in halting the spread of plague within the medieval city, with a particular focus upon the case study of Norwich with experiential learning and in depth fieldtrips.



READING SHAKESPEARE'S ENGLAND School of Literature, Drama and Creative Writing

Students are invited to read Shakespeare's plays in their original historical, cultural and performance context. This module will enhance students' ability to read and analyse the rich language of the plays, as well as the ability to relate to the turbulent history in which they were first written and performed. A residential field trip to Stratford-Upon-Avon, the home of Shakespeare, is included which allows students to gain knowledge and understanding about the background to his plays.

A £300.00 supplement applies for this module.



RELIGION AND REBELLION: MEDIEVAL EAST ANGLIA 1066-1216 School of History

Looking at two of the key themes of medieval history, religion and royal power, this module will chart the rise of the great religious centres in East Anglia. Students will follow the development and use of royal power and influence, both directly through the kings of England as well as through their representatives during the period of the Norman and Angevin Kings. Topics will include pilgrimage and the cult of saints, the East Anglia rebellion against King John and the construction and use of cathedrals and castles. Students will visit key sites such as Ely cathedral, Framlingham castle and Sutton Hoo to enhance their understanding.