UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic

Bachelor of Communication Science

Jl. Ketintang No.i5, Ketintang, Kec. Gayungan, Kota SBY, Jawa Timur 60231 email: adminilkom@unesa.ac.id website: https://ikom.fish.unesa.ac.id/

Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Creative Writing/ 7020103102	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	4th / odd	Once Year	14 x meetings

1	**Types of courses** Lectures Structured, Assignments, Independent Study	**Contact hours** (3CU X 1,59 ECTS) X {(50:170') X 28,49 Workhours = 39, 97	**Independent Study** (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours= 47,96	**Structured Study** (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours = 47,96	**Class size** **MAX 50 STUDENT**

2	**Prerequisites for participation (if applicable)**

3	**Program Learning outcomes**

PLO 1.A
Promote religious attitude, nationalism, responsibility, and independence, as a reflection of the values of academic norms and ethics.

PLO 2.A
Apply logical, critical and innovative thinking through the development of science and technology in their field of expertise.

PLO 3.A

		Producing message content for various communication purposes using various types of communication channels, both conventional channels and digital channels that are beneficial to society and in accordance with applicable legal, social and ethical norms. PLO.4 A Analyze concepts, rules and processes for developing message content to achieve various communication goals using various communication media.
		CLO : *Students are able to creative writing as art, personal narrative, writing scripts (advertising, adlibs, etc.), and writing literary works (poetry, prose, and drama).*
4		**Subject aims/Content** (learning objectives of the course/subject material) 1. Analyze the purpose, objectives and scope of creative writing 2. Develop creative ideas to be included in one of the selected products (advertising, literary works, etc.) 3. Analyze ways to create advertising scripts in various forms and their needs (adlibs, television, flyers, etc.) 4. How to develop personal narrative 5. Differences and similarities between poetry, prose and drama in the context of creative writing and the nature of literary works 6. Understand and create writing in the form of short fiction stories, poetry, drama, advertising scripts 7. Criteria for creative writing on company websites 8. Create promotional flyers that are attractive, arouse human interest and are creative 9. Analyze various forms of film that show high imagination and creativity 10. Analyze various creative products from companies, educational institutions, and political parties 11. Produce electronic short stories that have passed the editorial team
5		**Teaching methods** *Lecture Course, Project based Learning*
6		**Assessment methods** *Participation, Project/Product*
7		**This module/course is used in the following study program/s as well** -
8		**Responsibility for module/course** *Compulsory*

9	**Other information (References)**
	1. The Routledge Creative Writing Coursebook.
	2. EYD versi 5 Kemendikbud.
	3. Smith, Hazel. 2020. The Writing Experiment: Strategies for innovative creative writing. New York: Routledge
	4. Suarta, I Made. 20014. Teori Sasta. Jakarta: PT Raja Grafindo Persada.
	5. Teeuw. A. Sastra dan Ilmu Sastra