

COM502 Essay (A2)

ASSESSMENT TASK:

You should choose a convention or key development in your discipline relating creativity, identity and/or agency to a style, genre, aesthetic, or industry practice. Establish an argument through a concept explored during the module, displaying familiarity with at least one associated theorist. You should conclude by making a reflective comment upon your own practice in light of the insights communicated.

LEARNING OUTCOMES:

LO1: Evaluate theoretical concepts of creativity, identity and/or agency within the creative industries and artistic traditions

- Summarise the key principles relating to theoretical concepts and ideas of creativity, identity and/or agency within the creative industries and/or artistry
- Identify a range of resources and perspectives that you intend to explore
- Indicate potential lines of enquiry and argument

LO2: Analyse a key artistic or industry-related development using cultural theory to articulate its influence on practice

- Construct an argument relating the theoretical concepts of agency and originality to a stylistic or industry-based development
- Demonstrate an emergent ability to reconceptualise material by formulating a position based on your evaluation
- Relate your argument to your own creative/professional practice, reflecting on potential implications and/or summarising how you have developed your own practical understanding of the subject area

LO3: Employ academic resources to develop, support and communicate an argument

- Support your approach with reference to high-quality academic scholarship, and adhere to standard academic conventions
- Justify your intended approach and research methodology

SUGGESTED STRUCTURE:

(Remember to include a cover sheet and do NOT include your name – submissions should be anonymous)

INTRODUCTION (230 WORDS)

- Tell us what your essay will be about.
- What is your topic area, and what question/issue are you investigating within it?
 - *“Construct an argument relating the theoretical concepts of agency and originality to a stylistic or industry-based development.... Formulate a position based on your evaluation”*
- What ideas from the module will you be using, and which main writers will you be referencing?
 - *“Establish an argument through a concept explored during the module, displaying familiarity with at least one associated theorist.”*
- How does your investigation relate to creativity, identity or agency? (Doesn't have to be all three)
 - *“Summarise the key principles relating to theoretical concepts and ideas of creativity, identity and/or agency within the creative industries and/or artistry”*
- Tell us why you think the question is important.

MAIN BODY (1800 WORDS)

- Tell us more about your topic.
- Use citations from your reference list to show us what you have learned about it from your research.
- Tell us what other people have said or written about your subject and show us how you have developed an understanding of your topic from these sources.
 - *“Critique a range of resources and perspectives and relate these to your argument “*
- Break down your investigation into sub-headings and give each one its own section.
- **Suggestion 1:** you could break down your topic into around three sub-topics and give each of them 600 words. Treat each section like a mini-essay with a beginning, middle and end where you introduce the sub-topic, discuss it in terms of the literature and then draw your conclusions.
- **Suggestion 2:** you could break the body into two sections with roughly a 60:40 split. 1000 words discussing the theories and literature being explored (a literature review), and 800 words applying this to your case study. You could also include your reflections here, relating what you have found to your creative/professional practice.
 - *“Relate your argument to your own creative/professional practice, reflecting on potential implications and/or summarising how you have developed your own practical understanding of the subject area”*

NB. These are just two suggestions, there are various different ways you could approach the main body.

CONCLUSION (230 WORDS)

- Tell us what conclusions you have arrived at after researching your topic.
- Tie together your sub-topics to give an informed overview of your topic and answer your question as best you can.
- Indicate what further questions have arisen as a result of your investigation.
- Give us an idea of why your topic is relevant to you personally and why you are interested in investigating it (if you didn't include this in your main body).
 - *“Relate your argument to your own creative/professional practice, reflecting on potential implications and/or summarising how you have developed your own practical understanding of the subject area”*

REFERENCE LIST (NOT INCLUDED IN WORD COUNT)

This should include any sources referenced in your proposal and should be correctly formatted in alphabetical order by surname. You should NOT include a bibliography or other sources not referenced in your essay.

See the [Harvard Reference Guide](#) in order to structure this correctly

APPENDIX (NOT INCLUDED IN WORD COUNT)

Include any additional material here, for example song lyrics, links to audio-visual material etc