1af Gynhadledd Dysgu ac Addysgu

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# Crynoldebau / abstracts

Aspects of Aber, Aspects of Wales: An International Student Guide to Study, Business, Culture and Society

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The “Aspects of Aber...” project, developed with LTEF support (2010-2012), is now a sustainable component of the module “Written Communications in Management and Business”. Most participants are second year entry international students and over three years 25 team projects have been completed by 120 students. Through social networks (e.g. Facebook) and compatible presentation media (e.g. video and PDF documents), students create publicity information, written by current students for future students. This is written in accessible ways through media sources that are widely used in professional life and it provides updated information written and endorsed by users of that information. Emphasis is placed on maintaining a responsible, professional voice that works in partnership with the university and its official information and resources. The learning focus is on adaptation of academic to professional language through strategies for engagement and impact. Methods of assessment have been developed for social media and associated media resources. While these are complementary to methods of assessment for essays, reports and presentations, they provide generic criteria for measuring the functional components and learning processes embedded within such projects. Through the wider project students adopt styles of communication and strategies for public communication that are essential to professional life.