WELSH BACCALAUREATE
Advanced

Individual Project
Bangor University – College of Arts and Humanities

Brief – Professional Writing

The digital age has brought new opportunities and challenges for writing and publishing. Thanks to the web, we are reading more than ever before: we're on Facebook, on Twitter, on blogs; we instant message and text and email; we buy products and take holidays based on reviews and online feedback. A lot of online content is user-generated, but a lot is generated by writers. Professional creative writers write games, films, TV shows, radio series, web series, web content, and more. Fiction writers have greater opportunities to make a living from their writing, thanks to digital technology that lowers the barriers to publishing their work and reaching their readers.

The proliferation of written communication online, through many media channels, also presents challenges. New technologies and media could change how we write and read stories. 'Art' becomes hard to define if we can publish anything. Judging whether writing is good or bad becomes a real challenge. The internet culture promotes open access and free sharing of materials, making it difficult to ask consumers to pay for work they access online but artists and writers need to generate income from their work.

These issues and more can form the basis of a research project.

Contact: https://www.bangor.ac.uk/creative_industries/

WELSH BACCALAUREATE
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Individual Project
Bangor University – School of Psychology

Brief – Text Speak- Evolution of Language

Language has been evolving for thousands, millions, of years and continues to evolve. The origins and roots of many commonly used words today are quite different from how they appear today. Consider words like 'breakfast', 'handkerchief' or even the word 'tomorrow'. The word 'tomorrow' dates back to the late 13th century from the Old English 'to morgenne' meaning literally 'on the morrow'. It was written as two words "to morrow" until the 16th century and even until the early 20th century it was written as 'to-morrow'. It is probably most familiar to you now as '2morrow' or even '2moz'.

Such text abbreviations have become common-place in our language, along with emoticons and acronyms such as 'lol' or 'omg' or 'rofl' and are an efficient way for two (or more people) with access to the code to communicate their thoughts, feelings and intentions quickly and accurately. However, use of these approaches is not encouraged in your school-work and are deemed as 'incorrect'. What about changes in the use of grammar? Grammar pedants are keen to point out that it should be 'different from', and not 'different to' or 'my friend and I', instead of 'me and my friend'. The use of an apostrophe *s* corrects plural to possessive ('Johns house' to 'John's house'). But does it matter? Whilst your parents and teachers might frown upon use of such language, isn't it the case that these evolutions of language are to be expected and are simply a reflection of generational development, which has been facilitated by technology? So the issues around this include the identifying the place for text speak and acronyms in modern language, the conditions they might be acceptable, whether grammar matters and whether the evolution of language be discouraged or encouraged.

Contacts: https://www.bangor.ac.uk/psychology/