Module Title | Principles of Professional Identity
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Module Code | HEA00085M
Word Limit /Exam Duration | 2,000 words
Module Level* | 7
Assessment Type(s) | Essay

Marking Criteria
Guidelines should be read in conjunction with the marking criteria guidance for the module level* noted above: http://www.york.ac.uk/healthsciences/student-intranet/exam-assess/markgrid/

Confidentiality
It is a breach of confidentiality to disclose any personal information about a patient, service user, colleague, staff or any other person or place that could in principle enable them to be identified. For further guidance please refer to the departmental policy on Confidentiality at the following link: www.york.ac.uk/healthsciences/student-intranet/exam-assess/conduct/confidentiality/

Assessment Timing
The deadline for correctly presenting a submission is 4.30pm on the published submission date. The submission deadline is published on the Programme Assessment Schedule available on the following link: http://www.york.ac.uk/healthsciences/student-intranet/timetables/assessment-schedules/

Referencing
You must reference your work in accordance with departmental referencing guidelines which you can access via the following link: http://www.york.ac.uk/integrity/harvard.html

Assessment Guidance

Formative
During seminars you will be expected to contribute to guided group discussions based on the key themes covered within the taught sessions. Using a basic mind map based on the learning outcomes you will be required to offer a brief presentation on how representations of nursing challenge professional identity.

Summative
Nurses have made a tremendous effort to improve the public image of their profession in order to establish their status in society. Despite this effort traditional stereotypes remain, and commentators have become increasingly critical of representations of nursing circulating in the media. It has even been suggested that these representations compromise and mask the true nature of nursing work and directly challenge the professional identity of nursing.

Based on the key themes discussed in the module you should write an essay using the title:

**Critically discuss how representations of nursing challenge professional identity.**