



Module Specification

Communication for Conservation

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	5
Part 5: Contributes towards	6

Part 1: Information

Module title: Communication for Conservation

Module code: USSKDF-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Applied Sciences

Partner institutions: None

Field: Applied Sciences

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: Effective communication is vital for the success of conservation initiatives to (i) identify and engage with audiences; (ii) raise issues in the public consciousness; (iii) drive policy change and (iv) inspire behaviour change. This

module will provide students from predominately biological and environmental backgrounds with the skills and theoretical understanding to communicate with different stakeholders and design effective communication.

This module is designed to introduce the students to:

The interdisciplinary nature of communication strategies by drawing on literature from diverse research areas such as Psychology, Anthropology, Environmental Education and Conservation Biology;

Conservation Psychology and behaviour change theory;

Methods for understanding and engaging with different audiences including participatory methods, listening skills, qualitative interviewing, citizen science, etc.;

Practical communication skills including presenting, lobbying, publishing, etc.;

Effective campaign design;

Critical appraisal of current and historical communication campaigns. The module will also help students to be reflective on their own work.

Part 3: Teaching and learning methods

Teaching and learning methods: Teaching will be a mixture of scheduled, independent and distance learning.

This module will be delivered with the expertise of lecturers from Bristol Zoological Society's Conservation Learning and Conservation Science Departments. Guest lecturers will also be conducting master classes in specific communication skills e.g. social media, engaging with local communities, working with lobbyists and government organisations, etc.

Scheduled learning includes lectures, seminars, tutorials and workshops.

Independent learning includes hours engaged with essential reading, assignment preparation and completion, etc. These sessions constitute an average time per level. Scheduled sessions may vary slightly depending on the module choices you make.

Contact Hours:

This module will consist of 72 hours contact time.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Recognise the complexity of communication needs surrounding environmental and conservation initiatives, particularly with regard to identifying and engaging with different stakeholder groups

MO2 Critically evaluate the efficacy and limitations of existing communication methods including social media

MO3 Demonstrate an advanced understanding of the communication and behaviour change theories that underpin this discipline

MO4 Apply practical skills to enable communication with different target audiences

MO5 Conduct independent analysis and evaluation; synthesising knowledge from a range of different academic disciplines and conservation practitioners

MO6 Work effectively within a team, making appropriate use of the capacities of team members and managing/ resolving potential conflict situations

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Placement = 24 hours

Face-to-face learning = 48 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/usskdf-30-m.html) via the following link <https://uwe.rl.talis.com/modules/usskdf-30-m.html>

Part 4: Assessment

Assessment strategy: The assessment strategy for this module is as follows:

Assessment 1: Presentation (40%)

Students will be asked to create a communications campaign; they need to identify their audience and draw on the skills they have acquired during the module to demonstrate how they would effectively communicate the issues and use methods to achieve the desired outcome. They will be encouraged to examine the relevant theory independently and then come together in groups for an intensive workshop to design the campaign. Group presentation at the sit is 30 mins including questions; individual presentation at the resit is 15 minutes including w=questions.

Assessment 2: Portfolio (60%)

Students will be asked to demonstrate and document some of the skills that they have learnt throughout the course, e.g. creating campaign materials, engaging with social media, audio-visual techniques, etc. As part of the portfolio, they will need to critically review their progress. Word count equivalent to 4000 words. This is the controlled element of the assessment since each portfolio will be individual to each student.

Assessment tasks:

Presentation (First Sit)

Description: Presentation

Weighting: 40 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO3, MO5, MO6

Portfolio (First Sit)

Description: Portfolio (includes 4000 word written report)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4, MO6

Presentation (Resit)

Description: Presentation

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO3, MO5, MO6

Portfolio (Resit)

Description: Portfolio (includes 4000 word written report)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO4, MO6

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Advanced Wildlife Conservation in Practice [Zoo] MSc 2023-24

Advanced Wildlife Conservation in Practice [Zoo] MSc 2023-24

Applied Wildlife Conservation [Zoo] MSc 2023-24

Applied Wildlife Conservation [Zoo] MSc 2023-24

