




## MODULE SPECIFICATION

Part 1: Information			
<b>Module Title</b>	Communicating for Change		
<b>Module Code</b>	UPCNHT-30-2	<b>Level</b>	2
<b>For implementation from</b>	September 2021		
<b>UWE Credit Rating</b>	30	<b>ECTS Credit Rating</b>	15
<b>Faculty</b>	ACE	<b>Field</b>	Cultural industries
<b>Department</b>	Arts and Cultural Industries		
<b>Contributes towards</b>	(BA Hons) Media Communications (Campaigns pathway)		
<b>Module type:</b>	Project		
<b>Pre-requisites</b>	None		
<b>Excluded Combinations</b>	None		
<b>Co- requisites</b>	None		
<b>Module Entry requirements</b>	None		

Part 2: Description
<p>In this module, students will consider the ways in which communications influence social and cultural change locally, nationally and globally. The module will engage students with the history and development of communications practices associated with a range of campaigning contexts such as social movements and the civic activities of particular social groups. In particular, it will consider the use and role of media in communicating for and about issues where change is desired. Alongside developing an understanding of theories of change it will deal with a range of concepts such power, media representation and ethics. It will also require students to develop their understanding of how audience research methodologies can be used to inform the creation of targeted communications for specific audiences and user groups. Through lectures, seminars, talks and workshops the module will critically introduce and engage students with communications theories, communications research methods and campaigning practices. This understanding will be applied to both an analysis of contemporary campaigning practices, contexts and scenarios and to their engagement with a live-brief, giving students practical experience, skills and knowledge of campaign development and media communications processes.</p>
Part 3: Assessment
<p>The first assessment, a case study, requires students to complete an essay that critically examines a communications campaign. They will analyse the campaign in terms of communication methods, practices and theories – this will include an evaluation of the campaign context and consideration of the role of media and audience approaches to communicating for change.</p> <p>The second assessment, a research project, requires students to design and evaluate a campaign strategy in response to a live brief which applies their critical understanding of communication methods, practices and theories to processes of campaign development. The project will require students to reflect on skills and knowledge requisite to campaigning for change using media communication processes such as engaging with</p>

ethical considerations. There will be an opportunity for a practice-based submission equivalent to a written essay subject to agreement by the module leader.		
Plagiarism will be monitored using submission tools for both assignments.		
Identify final timetabled piece of assessment (component and element)	A2	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	100%	0%
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1. Case Study (2000 words)	40%	
2. Research project (3000 words or equivalent)	60%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>	
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1. Case Study (2000 words)	40%	
2. Research Project (3000 words or equivalent)	60%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>	
<b>Part 4: Learning Outcomes &amp; KIS Data</b>		
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an understanding of theories of social and cultural change. (Component A, Element 1 &amp; 2)</li> <li>2. Identify and evaluate the use of communications practices and methods in social and cultural change campaigns. (Component A, Element 1 &amp; 2)</li> <li>3. Apply communications theories and concepts in order to critically contextualise campaigning practices, with particular emphasis on analysing the role of media. (Component A, Element 1 &amp; 2)</li> <li>4. Show an understanding of how audience research methodologies can be used to produce targeted campaign communications. (Component A, Element 1 &amp; 2)</li> <li>5. Demonstrate practical skills and knowledge needed to develop a communications campaign design. (Component A, Element 2)</li> </ol>	
<b>Key Information Sets Information (KIS)</b>		

<b>Contact Hours</b>	<b>Key Information Set - Module data</b>																			
	<i>Number of credits for this module</i>					30														
<b>Total Assessment</b>	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours															
	300	72	228	0	300															
<b>Reading List</b>	The table below indicates as a percentage the total assessment of the module;																			
	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td colspan="2">Total assessment of the module:</td> <td></td> </tr> <tr> <td>Written exam assessment percentage</td> <td></td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td></td> <td style="text-align: center;">100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td></td> <td style="text-align: center;">0%</td> </tr> <tr> <td></td> <td></td> <td style="text-align: center;">100%</td> </tr> </table>					Total assessment of the module:			Written exam assessment percentage		0%	Coursework assessment percentage		100%	Practical exam assessment percentage		0%			100%
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<b>First Approval Date (and panel type)</b>	24 March 2020 UVP		
<b>Revision ASQC Approval Date</b>		<b>Version</b>	1