



## **Module Specification**

### **Communicating for Change**

Version: 2023-24, v2.0, 20 Dec 2022

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## Part 1: Information

**Module title:** Communicating for Change

**Module code:** UPCNHT-30-2

**Level:** Level 5

**For implementation from:** 2023-24

**UWE credit rating:** 30

**ECTS credit rating:** 15

**Faculty:** Faculty of Arts Creative Industries & Education

**Department:** ACE Dept of Creative & Cultural Industries

**Partner institutions:** None

**Delivery locations:** Not in use for Modules

**Field:** CULTURAL INDUSTRIES

**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:** In this module, students will consider the ways in which communications influence social and cultural change locally, nationally and globally.

**Features:** Not applicable

**Educational aims:** See Learning Outcomes.

**Outline syllabus:** 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.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** 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.

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

**MO1** Demonstrate an understanding of theories of social and cultural change.

**MO2** Identify and evaluate the use of communications practices and methods in social and cultural change campaigns.

**MO3** Apply communications theories and concepts in order to critically contextualise campaigning practices, with particular emphasis on analysing the role of media.

**MO4** Show an understanding of how audience research methodologies can be used to produce targeted campaign communications.

**MO5** Demonstrate practical skills and knowledge needed to develop a communications campaign design.

**Hours to be allocated:** 300

**Contact hours:**

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

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

## **Part 4: Assessment**

**Assessment strategy:** 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.

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 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.

**Assessment components:**

**Case Study** (First Sit)

Description: Case Study (2000 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Project (First Sit)**

Description: Research project (3000 words or equivalent)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Case Study (Resit)**

Description: Case Study (2000 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

**Project (Resit)**

Description: Research Project (3000 words or equivalent)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Media Communications (Campaigns) [Frenchay] BA (Hons) 2022-23

Media Communications (Campaigns) {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2021-22

Media Communications (Campaigns) {Foundation} [Sep][SW][Frenchay][5yrs] BA  
(Hons) 2021-22

Media Communications (Campaigns) [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21