



Module Specification

Communicating for Change

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Part 1: Information

Module title: Communicating for Change

Module code: UABB66-30-1

Level: Level 4

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: Cultural Studies

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: To provide opportunities for the study of how communications influence social and cultural change locally, nationally and globally, drawing on communications theories, communications research methods and campaigning

practices.

To provide an overview of 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.

To develop students understanding of the use and role of media in communicating for and about issues where change is desired.

To develop students understanding of theories of change through a range of concepts such power, media representation and ethics.

To develop students understanding of how audience research methodologies can be used to inform the creation of targeted communications for specific audiences and user groups.

To provide opportunities for engaging with a live brief, to develop student's practical experience, skills and knowledge of campaign development and media communications processes.

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 methods 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 and apply understanding of theories of social and cultural change, by identifying and evaluating the use of communications practices and methods in social and cultural change campaigns.

MO2 Demonstrate the ability to blend theory and practice by applying communications theories and concepts to critically contextualise campaigning practices, with particular emphasis on analysing the role of media.

MO3 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

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/8D2C2619-50D1-4F4D-D37A-77859D2C9ACA.html?lang=en-GB) via the following link <https://rl.talis.com/3/uwe/lists/8D2C2619-50D1-4F4D-D37A-77859D2C9ACA.html?lang=en-GB>

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 tasks:

Case Study (First Sit)

Description: Case Study (1500 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Project (First Sit)

Description: Research project (2500 words or equivalent)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3

Case Study (Resit)

Description: Case Study (1500 words)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1

Project (Resit)

Description: Research Project (2500 words or equivalent)

Weighting: 60 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications [Frenchay] BA (Hons) 2024-25