



Module Specification

Communications Campaigns: Creative Approaches and Tools

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

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Part 1: Information

Module title: Communications Campaigns: Creative Approaches and Tools

Module code: UPCAJH-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

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 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: This module is designed to enable students to develop and evaluate a communication strategy aimed at changing cultural understanding, attitudes and behaviours.

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: The module introduces the student to a range of historically significant campaigns and social movements and examines the various ways in which the issue and proposed change is presented across a range of different media forms. The students will also be introduced to a range of contemporary case studies which make innovative use of social media in the dissemination of information and in the planning and implementation of significant events and demonstrations.

The module considers the centrality of both rhetoric and its effects on emotional engagement as the means through which beliefs, attitudes and behaviours are altered over time. We will make use of a very wide range of resources and examples – from philosophical materials, critical theory, film and documentary photography, manifesto and campaigning handbooks, reports and evaluation materials. The module requires that the students work individually and in groups to research and devise their own campaign strategy with a specific focus on identifying and critically evaluating persuasive techniques and approaches. The students will be required to devise a campaign that makes creative use of the various affordances of different media forms in relation to a specified target audience and purpose.

Part 3: Teaching and learning methods

Teaching and learning methods: The module will be delivered by a combination of lectures, workshops, digital resources and facilitated discussion. The students will be given access to orientation materials with links to a range of resources, archives and potential examples and case studies. The sessions will immerse the students in a range of historical and contemporary case studies through a combination of lectures, practical exercises and workshop activities.

Students will be sharing resources, skills, aptitudes and perspectives throughout and will also be providing peer feedback and support. Staff will be monitoring the progress of student's campaign projects through tutorials.

The table below gives an indication of the time allocated to different types of teaching and learning activity.

Type of study: Hours allocated

Kind of activities involved

Direct contact learning (DCL): 24

Contact sessions between staff and students involving a mixture of lectures, workshop sessions and group discussion

Independent directed study (IDS): 31

Time in which students study independently, but directed by staff (for instance on tasks in-between contact days, including time spent on the worldwide web undertaking particular tasks, such as e-learning or web-searches)

Independent study (IS): 20

Time in which students choose what you do to support their learning

Assessment project (AP): 75

Time allocated specifically to undertaking the assessed project

Total module study hours: 150

The module is designed to involve 150 study hours. The module is structured around teaching sessions which are complemented with a mixture of independent directed study, independent study and time allocated towards undertaking the assessed project.

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

MO1 Identify the rhetorical strategies and tactics used in successful social movements and processes of cultural change.

MO2 Critically evaluate the role of the media (print, image, broadcast and online) in the processes of communication and persuasion.

MO3 Demonstrate an awareness of the ethical and political issues that arise in the use of persuasive communication and their rhetorical strategies.

MO4 Devise and evaluate a campaign strategy aimed at changing cultural attitudes and behaviours that addresses a significant contemporary issue.

MO5 Communicate complex material in a range of visual, written and oral forms.

MO6 Situate their own work within broader theoretical contexts and conceptual frameworks relevant to an understanding of processes of cultural change.

MO7 Work effectively to very strict deadlines both individually and within a group.

MO8 Identify their own skills and aptitudes and how to work effectively to maximise these in a range of different settings.

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 51 hours

Face-to-face learning = 24 hours

Total = 150

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: Students will produce projects, working individually and using group work activity, which develops a campaign strategy designed to persuade a specific audience to change their understandings, attitudes and/or behaviour in relation to a key sustainability issue (such as energy shortage, recycling, healthy eating/drinking, exercise, sustainable consumer behaviour, climate change).

The entire assessment is designed to provide the student with experience of designing, managing and evaluating a campaign strategy for cultural change whilst

inviting them to reflect critically on the challenges this poses.

Students will be assessed via their production of an individual project report focusing on their campaign strategy project that responds to a campaign brief.

The individual project report will present the rationale for and outline of the chosen campaign, including visual illustrations of proposed ideas, accompanied by a critical evaluation that will contextualise the proposed campaign strategy in relation to wider relevant theoretical debates around cultural intervention and change.

Assessment components:

Project (First Sit)

Description: Project Report (3000 words - Individual)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Project (Resit)

Description: Project Report (3000 words - Individual)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7, MO8

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Sustainable Development in Practice [Frenchay] MSc 2023-24

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