



Module Specification

Activism and the Media

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

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Part 1: Information

Module title: Activism and the Media

Module code: UABN69-30-3

Level: Level 6

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: Broadcast and Journalism

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: The module introduces students to a range of media practices and activist projects since the nineteenth century in a variety of national, regional

and international contexts. The focus of the module is on the creative uses of media and communication technologies by various groups and interests, and how these uses relate to political, social and cultural change. It will also consider their comparative effectiveness and the potential reasons for their effectiveness.

The module analyses the use of media particularly by community groups, charities, campaigns, social movements, and non-governmental organisations in a variety of contexts. It examines the ethical, tactical and practical considerations of running a campaign.

Part 3: Teaching and learning methods

Teaching and learning methods: See Syllabus.

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

MO1 Understand the traditions of activist media projects and media advocacy, and the changes and continuities they have undergone over time

MO2 Demonstrate a critical awareness of social, political and ethical issues relating to contemporary media activism in a variety of national, regional and international contexts

MO3 To critically analyse contemporary media campaigns in relation to journalism and news media

MO4 Plan and review active use of publicity campaigns in a variety of settings and platforms

MO5 To construct a media campaign and reflect upon its strengths and weaknesses

MO6 Demonstrate skills in oral presentation and report writing

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/modules/uabn69-30-3.html) via the following link <https://uwe.rl.talis.com/modules/uabn69-30-3.html>

Part 4: Assessment

Assessment strategy: The assessment strategy develops students' understanding of and critical engagement with current debates concerning the uses of media in activist campaigning, first by studying a campaign and second by designing their own campaign and reflecting on the process. It also develops report writing and presentation skills.

There are three points of assessment. During the first semester students are required to choose a campaign or campaigning group which will form the basis of a case study for the report assignment. Throughout the weeks students can examine various aspects of the campaign to build up a thorough understanding and critique of the case study. At the end of semester one the student will then submit a campaign report.

Building on the critical knowledge of the first semester the second semester will require students to design their own media campaign. Each student will then pitch their campaign in a 5 minutes presentation. Following this each student will write up their campaign and critically reflect on the process drawing on and reviewing the theoretical issues covered over the module in lectures and seminars.

The Assessment:

Assessment 1 – 5 minute campaign pitch.

Assessment 2 – Case study report - maximum word count 2000.

Assessment 3 – Campaign design and critical reflection essay – maximum word count 2000 words.

Assessment components:

Presentation (First Sit)

Description: Campaign pitch (5 minutes)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO5, MO6

Case Study (First Sit)

Description: Report and analysis of campaign case study 2000 words

Weighting: 37 %

Final assessment: No

Group work: No

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

Written Assignment (First Sit)

Description: Campaign design and critical reflection essay of 2000 words

Weighting: 38 %

Final assessment: Yes

Group work: No

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

Presentation (Resit)

Description: Campaign pitch (5 minutes)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO5, MO6

Case Study (Resit)

Description: Report and analysis of campaign case study 2000 words

Weighting: 37 %

Final assessment: No

Group work: No

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

Written Assignment (Resit)

Description: Campaign design and critical reflection essay of 2000 words

Weighting: 38 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media and Journalism {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Media and Journalism {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Journalism and Public Relations {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2021-22

Journalism and Public Relations {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2021-22

Broadcast Journalism {Foundation} [Sep][FT][Bower][4yrs] - Not Running BA (Hons) 2020-21

Media and Journalism {Foundation} [Sep][FT][Bower][4yrs] - Not Running BA (Hons) 2020-21

Journalism and Public Relations {Foundation} [Sep][FT][Bower][4yrs] - Not Running BA (Hons) 2020-21

Journalism and Public Relations {Dual} [Aug][PT][Taylors][6yrs] BA (Hons) 2019-20

Journalism and Public Relations {Dual} [Mar][PT][Taylors][6yrs] BA (Hons) 2019-20

Journalism and Public Relations [Sep][PT][Bower][6yrs] BA (Hons) 2019-20

Broadcast Journalism [Sep][PT][Bower][6yrs] BA (Hons) 2018-19

Journalism [Sep][PT][Bower][6yrs] - Not Running BA (Hons) 2018-19

Media and Journalism [Sep][PT][Bower][6yrs] BA (Hons) 2018-19

Media and Journalism {Dual} [Mar][PT][Taylors][6yrs] BA (Hons) 2018-19

Media and Journalism {Dual} [Aug][PT][Taylors][6yrs] BA (Hons) 2018-19