



Part 1: Information			
Module Title	Activism and the Media		
Module Code	UABN69-30-3	Level	3
For implementation from	September 2018		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Arts, Creative Industries and Education	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA(Hons) Broadcast Journalism BA (Hons) Journalism and Public Relations BA (Hons) Media and Journalism Taylor's Dual Award		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	N/A		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
<p>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.</p> <p>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.</p>
Part 3: Assessment: Strategy and Details
<p>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.</p> <p>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</p>

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:

Component A:

Element 1 – 5 minute campaign pitch (Learning outcome 5 & 6)

Component B:

Element 1 – Case study report - maximum word count 2000 (Learning outcomes 1, 2, 3, 4 & 6).

Element 2 – Campaign design and critical reflection essay – maximum word count 2000 words. (Learning outcomes 1, 2, 3, 4, 5 & 6)

Identify final timetabled piece of assessment (component and element)	Component B2	
% weighting between components A and B (Standard modules only)	A:	B:
	25%	75%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Campaign pitch.	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Report and analysis of campaign case study 2000 words	50%	
2. Campaign design and critical reflection essay of 2000 words	50%	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Campaign pitch.	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Report and analysis of campaign case study 2000 words	50%	
2. Campaign design and critical reflection essay of 2000 words	50%	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	On successful completion of this module students will be able to:	
	<ul style="list-style-type: none">Understand the traditions of activist media projects and media advocacy, and the changes and continuities they have undergone over time (B1, B2).	

	<ul style="list-style-type: none">• Demonstrate a critical awareness of social, political and ethical issues relating to contemporary media activism in a variety of national, regional and international contexts (B1, B2).• To critically analyse contemporary media campaigns in relation to journalism and news media (B1, B2)• Plan and review active use of publicity campaigns in a variety of settings and platforms (B1, B2)• To construct a media campaign and reflect upon its strengths and weaknesses (A1, B1, B2)• Demonstrate skills in oral presentation and report writing (A1, B1, B2)																									
Key Information Sets Information (KIS)	<table><tr><th colspan="5">Key Information Set - Module data</th></tr><tr><td colspan="5">Number of credits for this module</td></tr><tr><td colspan="4"></td><td>30</td></tr><tr><td>Hours to be allocated</td><td>Scheduled learning and teaching study hours</td><td>Independent study hours</td><td>Placement study hours</td><td>Allocated Hours</td></tr><tr><td>300</td><td>72</td><td>228</td><td></td><td>300</td></tr></table>	Key Information Set - Module data					Number of credits for this module									30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	72	228		300
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300	72	228		300																						
Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																									
Total Assessment	<table><tr><td colspan="2">Total assessment of the module:</td></tr><tr><td>Written exam assessment percentage</td><td>0%</td></tr><tr><td>Coursework assessment percentage</td><td>75%</td></tr><tr><td>Practical exam assessment percentage</td><td>25%</td></tr><tr><td></td><td>100%</td></tr></table>	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	75%	Practical exam assessment percentage	25%		100%															
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Reading List	<p>Boltanski, L. (1999) Distant Suffering: Morality, Media and Politics. Cambridge: Cambridge University Press.</p> <p>Boyce, T. & Lewis, J. (2009) Climate Change and the Media. New York: Peter Lang.</p> <p>Brown, R. (2009) Public Relations and the Social Web: How to Use Social Media and Web 2.0 in CommunicationsLondon: Kogan Page</p> <p>Castells, M. (2010) ‘The new public sphere: Global civil society, communications networks, and global governance’. In Daya Kishan Thussu (ed.) International Communication: A Reader. Abingdon: Routledge.</p> <p>Castells, M (2012) Networks of Outrage and Hope, Cambridge: Polity Press</p> <p>Chadwick,A. & Howard, P.N. (eds.) Handbook of Internet Politics .</p> <p>Chouliaraki, L. (2013) The Ironic Spectator: Solidarity in the Age of Post-humanitarianism. Cambridge: Polity Press.</p> <p>Coombes, W. and Holladay, S. (2009) PR Strategy and Application: Managing Influencel ondon: Blackwell</p>																									

	<p>Cottle, S (ed) (2003) News, Public Relations and Power, London: Sage</p> <p>Cottle, S. (2009) Global Crisis Reporting: Journalism in a Global Age. Maidenhead: Open University Press.</p> <p>Cottle, S. & Lester, L. (eds.) (2011) Transnational Protests and the Media. New York: Peter Lang.</p> <p>Curran, J., Fenton, N. & Freedman, D. (2012) Misunderstanding the Internet. Abingdon: Routledge.</p> <p>De Jong, W et al (eds) (2005) Global Activism, Global Media, London: Pluto Press</p> <p>Downing, J. (2000) Radical Media: Rebellious Communication and Social Movements London: Sage</p> <p>Earl, S and Waddington, S (2012) Brand Anarchy: Managing Corporate Reputation, London: Bloomsbury</p> <p>Gerbaudo, Paolo (2012) Tweets and the Streets. London: Pluto Press</p> <p>Lievrouw, L (2011) Alternative and Activist NewMedia London: Polity</p> <p>McNair, B. (2006) Cultural Chaos: Journalism, news and power in a globalised world. Abingdon: Routledge.</p> <p>Norris, P. 2000, A Virtuous Circle: Political Communications in Postindustrial Societies, Cambridge University Press, Cambridge.</p> <p>Additional digital materials are made available through Blackboard.</p> <p>Further information and guidance on reading lists and digitisation are available at https://intranet.uwe.ac.uk/tasks-guides/Collection/using-readinglists</p>
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First CAP Approval Date	4/2/2016			
Revision CAP Approval Date	12/12/2017	Version	2	Link to MIA