



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Creative Campaigns		
Module Code	UPCAW9-30-3	Level	3
For implementation from	September 2017		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Media Culture and Communication (Compulsory Module) BA (Hons) Liberal Arts (optional) BA(Hons) Media and Cultural Production (optional)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>This module is designed to enable students to plan, develop, test and evaluate a creative communications strategy aimed at influencing cultural change in relation to audience understanding and perception. The module explores a diverse range of historically and culturally significant communications campaigns, within global and local contexts, examining the various ways in which the issues concerned and desired outcome are presented across a range of different media forms. The students will be introduced to contemporary case studies which make innovative use of social and online media in the dissemination and sharing of information and in the planning and implementation of significant events and initiatives.</p> <p>The module considers the power of persuasive approaches in mediated communications: how narratives and rhetoric can effect emotional engagement as a means through which beliefs, attitudes and behaviours can be influenced and altered over time. A very wide range of theoretical and practice-oriented resources and examples will be mobilised, from philosophical materials, critical theory, film, video and documentary photography, data visualisations, manifesto and campaigning handbooks, reports and evaluation materials. The module will draw on industry expertise, inviting inputs and talks by communications practitioners, agencies and organisations that specialise in creative approaches to campaigning, digital marketing and social media strategy development. (For example, digital, marketing and advertising sector specialists from creative and cultural industries networks such as members of the Bristol Media network, like the award-winning social media and viral marketing agency 'Rubber Republic').</p> <p>The module requires that the students work in groups to research and devise their own creative 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</p>

media forms in relation to a specified target audience and purpose. Engagement with real-world/live-briefs will be encouraged that enable students to explore contemporary issues, for example, challenges associated with sustainability and social justice and with community-based concerns rooted in models of active citizenship. Their explorations require consideration of transmedia and transcultural dimensions of communications as well as reflection on attendant ethical issues. These experiences will help students to develop practice-based skills, conceptual knowledge and innovative and enterprising approaches to managing their projects as well as supporting them to build and extend future-facing professional connections.

### Part 3: Assessment

Students will work together to plan, develop, test and evaluate a creative campaign strategy designed to persuade a specific audience to influence a change in their understandings and perceptions in relation to a key issue (the focus and approach will be negotiated within the group and agreed with the module tutor).

The entire assessment is designed to provide the student with experience of creating, producing and managing a creative campaign test-project based on their identified strategy, whilst inviting them to reflect critically on the challenges this poses.

The group presentation will present the rationale for and outline of the chosen campaign. The individual report will include background scholarly research around their identified topic and will also include research undertaken to identify and select images, text and the medium of dissemination.

It will also include a critical evaluation that will contextualise the proposed campaign strategy in relation to wider relevant theoretical debates around creative cultural interventions and change processes.

Identify final timetabled piece of assessment (component and element)	<b>A2</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>100%</b>	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1. Group Presentation (in-class, 20 mins + Q&A 10 mins)	30%	
2. Individual Report (4000 words)	70%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>	
N/A		
<b>Resit (further attendance at taught classes is not required)</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1. Individual Report (4500 words)	100%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>	
N/A		

**Part 4: Teaching and Learning Methods**

**Learning Outcomes** On successful completion of this module students will be able to:

1. Critically evaluate the role of the media in the production of persuasive communications. (Component A, Element 1 & 2)
2. Identify the narrative and rhetorical strategies and tactics used in successful campaigning approaches. (Component A, Element 1 & 2)
3. Demonstrate an awareness of ethical and political issues that arise in the use of persuasive mediated communications. (Component A, Element 1 & 2)
3. Devise, plan, test and evaluate a creative communications strategy aimed at influencing cultural change in relation to audience understanding and perception (Component A, Element 1 & 2)
4. Communicate complex ideas and information creatively in a range of visual, written and oral forms. (Component A, Element 1 & 2)
5. Situate their own work within broader theoretical contexts and conceptual frameworks relevant to an understanding of mediated processes of cultural change. (Component A, Element 1 & 2)
6. Manage their project effectively, working to deadlines individually and within a group. (Component A, Element 1 & 2)

**Key Information Sets Information (KIS)**

**Contact Hours**

**Total Assessment**

<b>Key Information Set - Module data</b>				
<i>Number of credits for this module</i>				30
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
300	72	228	0	300

The table below indicates as a percentage the total assessment of the module which constitutes a;

**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)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	100%
Practical exam assessment percentage	0%
	100%

Reading List	<p>There is no single core textbook for this module, therefore access to a range of excerpts will be provided either in print or online. All further readings and viewings listed in the module handbook are available in the library or online. Students are not required to buy any audiovisual media or books for this module.</p> <p>The development of literature searching skills in Level three is supported by a Library seminar provided within the first semester. These level three skills will build upon skills gained by the student whilst studying at levels one and two. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.</p> <p>Online reading list:</p> <p><a href="https://uwe.rl.talis.com/lists/4713583A-99BE-DE3C-55A8-346F8ACF5221.html">https://uwe.rl.talis.com/lists/4713583A-99BE-DE3C-55A8-346F8ACF5221.html</a></p> <p>(Indicative Reading:</p> <p>Atkin, C. and Rice, R. (2013) 'Advances in Public Communications Campaigns' In: Scharrer, E. (Ed.) <i>The International Encyclopaedia of Media Studies</i>. Vol 5: Media Effects/Media Psychology, pp. 526-551. London: Blackwell</p> <p>Barnard, A. &amp; Parker, C. (2012) <i>Campaign It: Achieving Success Through Communication</i>. Kogan Page.</p> <p>Boyd, A. (Ed.) (2012) <i>Beautiful Trouble: A Toolbox for Revolution</i>. New York &amp; London: Or Books.</p> <p>Coe, J. &amp; Mayne, R. (2011) <i>Power and Social Change</i>. London: NCVO.</p> <p>Coe, J. &amp; Mayne, R. (2008) <i>Is Your Campaign Making a Difference?</i> London: NCVO</p> <p>Dal Cin, S., Zanna, M., &amp; Fong, G. (2004) 'Narrative Persuasion and Overcoming Resistance'. In <i>Rhetorics and Persuasion</i>. Eds: E.Knowles &amp; J. Linn. Pp.175-192. New Jersey: Lawrence Erlbaum Associates.</p> <p>D'Anjou, L. &amp; Van Male, J. (1998). 'Between Old and New Media: Social Movements and Cultural change'. In <i>Mobilization: An International Journal</i>, 1998, 3(2): 207-226.</p> <p>De Witt, C. (2011) 'Media Theory and Sustainability Communication'. In <i>Sustainability Communication: Interdisciplinary Perspectives and Theoretical Foundations</i>, Godemann, J. &amp; Michelsen, G., Eds. Springer: Dordrecht, The Netherlands, New York, NY, USA. pp. 79-88.</p> <p>Feldmann, D. (2015) <i>Social Movements for Good: How Companies and Causes Create Viral Change</i>. Hobken, NJ: John Wiley &amp; Sons.</p> <p>Jenkins, H., S. Ford and J. Green (2013) <i>Spreadable Media: Creating Value and Meaning in a Networked Culture</i>. New York: NYU Press.</p> <p>Windahl, S., Signitzer, B., &amp; Olson, J. T. (2009). <i>Using communication theory: an introduction to planned communication</i>. Los Angeles, SAGE.)</p> <p>Access and Skills: The development of literature searching skills is supported by a Library seminar provided within the first semester. These level three skills will build upon skills gained by the student whilst studying at levels one and two. Additional support is available through the library web pages, including interactive tutorials on finding books and journals, evaluating information and referencing. Sign-up workshops are also offered by the Library.</p>
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Revision CAP Approval Date		Version	<i>2</i> <a href="#">Link to RIA</a>