



MODULE SPECIFICATION

Part 1: Information			
Module Title	Activism and Media		
Module Code	UABB49-30-3	Level	3
For implementation from	September 2020		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Broadcast and Journalism
Department	Film and Journalism		
Contributes towards	BA (Hons) Media Production BA (Hons) Media Production (Journalism)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	N/A		
Co- requisites	N/A		
Module Entry requirements	N/A		

Part 2: Description
<p>This module will introduce key theories and practices within the realm of contemporary activism. This includes a retrospective look at the evolution of media activism with a focus on the creative uses of media technologies by contemporary social movements and organisations.</p> <p>During the module students will examine a variety of contemporary activist campaigns, analysing the strategic and practical process of campaigning in action as well as the issues of ethics and effectiveness. These ideas will be placed into theoretical, political and social context, addressing the importance of activism to social change.</p>
Part 3: Assessment
<p>Assessment in this module is divided into analytical, practical and reflective elements.</p> <p>A case study evaluation of a specific activist campaign will include both a practical assessment of the success of the campaign as well as a critical reflection placing it in theoretical context.</p> <p>Practical campaigning skills will be developed through the design and pitching of a campaign. This will be augmented by a critical reflection essay to place those practical skills in theoretical context.</p>

Component A: Each student will design a media campaign using the critical understanding of media activism developed in the first module. This will be pitched via a 5-minute presentation (with additional 5 minutes for questions as needed).

Component B:

Element 1: A 2000-word case study report critically evaluating a media campaign from an activist organisation selected by the student.

Element 2: A 2000-word critical evaluation of their campaign from Component A, placing their practical work into theoretical context.

Identify final timetabled piece of assessment (component and element)	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. Case study report (1,500 words)	40	
2. Critical reflection (2,000 words)	60	
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 (Written exam)	100	
Component B Description of each element	Element weighting (as % of component)	
1. Case study report (1,500 words)	40	
2. Critical reflection (2,000 words)	60	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<ol style="list-style-type: none"> 1. Systematic understanding traditions and tactics of activist campaigning and activist media campaigns and competing perspectives within the literature (assessed through component A, B1, B2) 2. Demonstrate a critical understanding of social, political and ethical issues surrounding activist campaigning in the context of contemporary academic literature (assessed through B1, B2) 3. Critically analyse relationship between activist campaigning and the news media (assessed through B1, B2) 	

	<p>4. Construct an independent original media campaign and critically reflect on the process and its strengths/weaknesses (assessed through A, B2)</p> <p>5. Analyse the use of media campaigning techniques within real world activist campaigns (assessed through B1)</p> <p>6. Demonstrate skills in oral presentation and academic writing (assessed through A, B1, B2)</p>																									
Key Information Sets Information (KIS)																										
Contact Hours	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> </thead> <tbody> <tr> <td colspan="4"></td> <td style="text-align: center;">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 style="text-align: center;">300</td> <td style="text-align: center;">72</td> <td style="text-align: center;">228</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table>	Key Information Set - Module data					<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
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Total Assessment	<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> <table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">75%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">25%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </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>The reading list for this module is available at:</p> <p>https://uwe.rl.talis.com/index.html</p>																									

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First Approval Date (and panel type)	24 March 2020		
Revision ASQC Approval Date	Version	1	