



Module Specification

Activism and Media

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Part 1: Information

Module title: Activism and Media

Module code: UABB49-30-3

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: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

Part 3: Teaching and learning methods

Teaching and learning methods: See Learning Outcomes.

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

MO1 Systematic understanding of the traditions and tactics of activist campaigning, media campaigns and competing perspectives within the literature.

MO2 Demonstrate a critical understanding of social, political and ethical issues surrounding activist campaigning in the context of contemporary academic literature.

MO3 Critically analyse relationship between activist campaigning and the news media.

MO4 Construct an independent original media campaign and critically reflect on the process and its strengths/weaknesses.

MO5 Analyse the use of media campaigning techniques within real world activist campaigns.

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 via the following link

Part 4: Assessment

Assessment strategy: Assessment in this module is divided into analytical, practical and reflective elements. Practical campaigning skills will be developed through the design and pitching of a campaign. This will be augmented by a critical case study to place those practical skills in theoretical context.

Assessment 1: Campaign Design Portfolio

Indicative tasks could include: 8-10 minute presentation outlining the media strategy for an activist campaign including at least one example of a media product e.g. infographic, video, audio etc; critical reflection and synopsis; executive summary of campaign

Assessment 2: Critical Case Study

A 2000 word case study 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.

Assessment components:

Portfolio (First Sit)

Description: Campaign Design Portfolio

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Case Study (First Sit)

Description: Critical case study evaluating an activist campaign

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Portfolio (Resit)

Description: Campaign Design Portfolio

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Case Study (Resit)

Description: Critical case study evaluating an activist campaign

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Production (Journalism)[Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production (Creative Content) [Sep][FT][Bower Ashton][3yrs] BA (Hons) 2021-22

Media Production {Foundation}[Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism) {Foundation} [Sep][FT][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production [Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Journalism)[Sep][SW][Bower Ashton][4yrs] BA (Hons) 2020-21

Media Production (Creative Content) [Sep][SW][Bower Ashton][4yrs] BA (Hons)
2020-21

Media Production (Creative Content) {Foundation}[Sep][FT][Bower Ashton][4yrs] BA
(Hons) 2020-21