






## MODULE SPECIFICATION

Part 1: Information			
<b>Module Title</b>	Campaigning Context and Environments		
<b>Module Code</b>	UPCNHS-30-2	<b>Level</b>	2
<b>For implementation from</b>	September 2021		
<b>UWE Credit Rating</b>	30	<b>ECTS Credit Rating</b>	15
<b>Faculty</b>	ACE	<b>Field</b>	Cultural industries
<b>Department</b>	Arts and Cultural Industries		
<b>Contributes towards</b>	(BA Hons) Media Communications (Campaigns pathway)		
<b>Module type:</b>	Project		
<b>Pre-requisites</b>	None		
<b>Excluded Combinations</b>	None		
<b>Co- requisites</b>	None		
<b>Module Entry requirements</b>	None		

Part 2: Description
<p>This module will help students to develop their understanding of the contexts and environments in which campaign practitioners operate. It will support students to identify and develop understanding of the kinds of spaces and places, and sectors and industries where campaigning for social and cultural change takes place. Through engagement with case-study research and through participation in practical learning activities students will critically reflect on the working practices and characteristics associated with communications practitioners who are actively working on campaigns. The module will examine how these methodologies and attributes support professional practitioners to develop effective approaches to strategy development and tactical media communications in pursuit of campaign goals. It will further support students to consider their own skills, knowledge and aspirations in terms of media communications work in the context of campaigning.</p>
Part 3: Assessment
<p>Students will create a research portfolio containing short case studies of specific campaigning contexts and environments, attending to communicative practices with media.</p> <p>The research report will present findings based on an exploration of one specific campaigning example. Their exploration will consider skills, attributes, approaches and concepts which contextualise and position campaigner's communicative practices and the campaigning environment under focus.</p> <p>Based on their case study research and their extended exploration of a specific campaign example, students will undertake a short individual presentation, providing an overview of their assessment of effective approaches to campaign strategy development where media is being used for tactical communications. They will also be asked to reflect on their own skills, knowledge and aspirations in the context of media communications campaigning work.</p> <p>Plagiarism will be monitored using submission tools for the portfolio and report assignments. In-class moderation</p>

will be used to monitor the presentation assessment.		
Identify final timetabled piece of assessment (component and element)	<b>A3</b>	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	100%	
<b>First Sit</b>		
<b>Component A</b> (controlled conditions) <b>Description of each element</b>	<b>Element weighting</b>	
1. Individual Presentation (in-class, 15 mins)	25%	
2. Research Portfolio (1500 words)	28%	
3. Research Report (2500 words)	47%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>	
<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. Research Portfolio (1500 words)	33%	
2. Research Essay (3000 words)	67%	
<b>Component B</b> <b>Description of each element</b>	<b>Element weighting</b>	
<b>Part 4: Learning Outcomes &amp; KIS Data</b>		
<b>Learning Outcomes</b>	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate understanding of different contexts and environments in which campaigning for social and cultural change occurs (A1,A2,A3)</li> <li>2. Identify different media communications practices and methods used by campaign practitioners (A1,A2,A3)</li> <li>3. Critically contextualise campaigning practices, with particular emphasis on analysing the role and use of media (A1,A2,A3)</li> <li>4. Reflect on their personal skills, knowledge and aspirations in the context of campaigning practices, contexts and environments, for professional development purposes (A1)</li> <li>5. Demonstrate research and presentation skills (A1,A2,A3)</li> </ol>	

<b>Key Information Sets Information (KIS)</b>	<table border="1"> <thead> <tr> <th colspan="5"><b>Key Information Set - Module data</b></th> </tr> </thead> <tbody> <tr> <td colspan="5"><i>Number of credits for this module</i></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td style="border: 2px solid black; text-align: center;">30</td> </tr> </tbody> </table>					<b>Key Information Set - Module data</b>					<i>Number of credits for this module</i>									30
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<b>Reading List</b>	<a href="https://rl.talis.com/3/uwe/lists/2BF98187-75EF-EC9F-4333-B79A8DF07967.html?lang=en-US&amp;login=1">https://rl.talis.com/3/uwe/lists/2BF98187-75EF-EC9F-4333-B79A8DF07967.html?lang=en-US&amp;login=1</a>																			

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<b>First Approval Date (and panel type)</b>	24 March 2020 UVP			
<b>Revision ASQC Approval Date</b>		<b>Version</b>	1	