



Module Specification

Campaigning Context and Environments

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Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Campaigning Context and Environments

Module code: UPCNHS-30-2

Level: Level 5

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

Field: CULTURAL INDUSTRIES

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 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

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 Demonstrate understanding of different contexts and environments in which campaigning for social and cultural change occurs.

MO2 Identify different media communications practices and methods used by campaign practitioners.

MO3 Critically contextualise campaigning practices, with particular emphasis on analysing the role and use of media.

MO4 Reflect on their personal skills, knowledge and aspirations in the context of campaigning practices, contexts and environments, for professional development purposes.

MO5 Demonstrate research and presentation skills.

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](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.html>

Part 4: Assessment

Assessment strategy: Students will create a research portfolio containing short case studies of specific campaigning contexts and environments, attending to communicative practices with media.

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.

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.

Plagiarism will be monitored using submission tools for the portfolio and report assignments. In-class moderation will be used to monitor the presentation assessment.

Assessment tasks:

Presentation (First Sit)

Description: Individual Presentation (in-class, 15 mins)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (First Sit)

Description: Research Portfolio (1500 words)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Report (First Sit)

Description: Research Report (2500 words)

Weighting: 45 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Presentation (Resit)

Description: Individual Presentation (15 mins)

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)

Description: Research Portfolio (1500 words)

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Report (Resit)

Description: Research Report (2500 words)

Weighting: 45 %

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 Communications (Campaigns) [Frenchay] BA (Hons) 2022-23

Media Communications (Campaigns) {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2021-22

Media Communications (Campaigns) {Foundation} [Sep][SW][Frenchay][5yrs] BA
(Hons) 2021-22

Media Communications (Campaigns) [Sep][PT][Frenchay][6yrs] BA (Hons) 2020-21