




MODULE SPECIFICATION

Part 1: Information			
Module Title	Advocacy and Activism		
Module Code	UPCNJ5-30-3	Level	3
For implementation from	September 2022		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	(BA Hons) Media Communications (Campaigns pathway) (Compulsory)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>This module explores the intersection between media communications, activism and advocacy. It considers how media communications practices support the work of activists and advocacy concerning a wide range of political and social situations. The module supports students to critically explore the use of both activism and advocacy in pursuit of social and political change. It further engages students in identifying different types of, and contexts for, activism and advocacy (such as influencing policy, lobbying, community organising, large scale and small scale political and civil campaigning), and in investigating particular ways in which activism and advocacy have become differently positioned as processes and tools associated with action and influence. By examining scenarios such as key local and global campaigns, students will research and evaluate practices and perceptions of activism and advocacy noting differences and intersections. They will be asked to pay close attention to ways in which media, particularly social media, is harnessed to alert, amplify and engage audiences in support of specific issues and causes, facilitating effective communications practices.</p>
Part 3: Assessment
<p>The first assessment, an essay, requires students to examine concepts, perceptions, features and contexts of advocacy and activism, particularly media communications practices.</p> <p>The second assessment, requires students to research, examine and critically evaluate a specific advocacy or activist scenario, positioning it with reference to key theories and practices covered in the module. Students will be required to examine the use of media communications and reflect on requisite skills and knowledge for effective communication. There will be an opportunity for a practice-based submission equivalent to the 4000 word written project submission, subject to agreement by the module leader.</p>

Plagiarism will be monitored using submission tools for both assignments.		
Identify final timetabled piece of assessment (component and element)	A2	
% weighting between components A and B (Standard modules only)	A:	B:
	100	0
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Essay (2500 words)	35%	
2. Research Project (4000 words or equivalent)	65%	
Component B Description of each element	Element weighting	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Essay (2500 words)	35%	
2. Research Project (4000 words or equivalent)	65%	
Component B Description of each element	Element weighting	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	On successful completion of this module students will be able to: 1. Understand and evaluate concepts, types and features of advocacy and activism (A1 & 2) 2. Understand different contexts for advocacy and activism (A1 & 2) 3. Identify and think critically about the way in media communications are used by advocates and activists in pursuit of social and political change (A1 & 2) 4. Understand the skills and knowledge needed by advocates and activists to communicate with audiences effectively, particularly through the use of media (A1 & 2) 5. Gain research skills and experience (A1 & 2)	
Key Information Sets Information (KIS)		

Contact Hours	Key Information Set - Module data																																									
	Number of credits for this module					30																																				
Total Assessment	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;																																									
	<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>																																									
Reading List	<table border="1"> <tr> <td colspan="5">Total assessment of the module:</td> <td></td> </tr> <tr> <td colspan="5"></td> <td></td> </tr> <tr> <td colspan="5">Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td colspan="5">Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td colspan="5">Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td colspan="5"></td> <td>100%</td> </tr> </table>						Total assessment of the module:												Written exam assessment percentage					0%	Coursework assessment percentage					100%	Practical exam assessment percentage					0%						100%
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First Approval Date (and panel type)	24 March 2020 UVP			
Revision ASQC Approval Date		Version	1	