



Module Specification

Advocacy and Activism

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Part 1: Information

Module title: Advocacy and Activism

Module code: UPCNJ5-30-3

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: 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 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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.

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 Understand and evaluate concepts, types and features of advocacy and activism.

MO2 Understand different contexts for advocacy and activism.

MO3 Identify and think critically about the way in media communications are used by advocates and activists in pursuit of social and political change.

MO4 Understand the skills and knowledge needed by advocates and activists to communicate with audiences effectively, particularly through the use of media.

MO5 Gain research skills and experience.

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: The first assessment, an essay, requires students to examine concepts, perceptions, features and contexts of advocacy and activism, particularly media communications practices.

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.

Plagiarism will be monitored using submission tools for both assignments.

Assessment components:

Project (First Sit)

Description: Research Project (4000 words or equivalent)

Weighting: 65 %

Final assessment: Yes

Group work: No

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

Written Assignment (First Sit)

Description: Essay (2500 words)

Weighting: 35 %

Final assessment: No

Group work: No

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

Project (Resit)

Description: Research Project (4000 words or equivalent)

Weighting: 65 %

Final assessment: Yes

Group work: No

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

Written Assignment (Resit)

Description: Essay (2500 words)

Weighting: 35 %

Final assessment: No

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications (Campaigns) [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Media Communications (Campaigns) [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications (Campaigns) {Foundation} [Sep][FT][Frenchay][4yrs] BA (Hons) 2020-21