

MODULE SPECIFICATION

Part 1: Information					
Module Title	Creative Campaigns				
Module Code	UPCN	J9-30-3	Level	3	
For implementation from	Septe	September 2022			
UWE Credit Rating	30		ECTS Credit Rating	15	
Faculty	ACE		Field	Cultural Industries	
Department	Arts a	Arts and Cultural Industries			
Contributes towards	BA (H	A (Hons) Media Communications (Campaigns Pathway: Compulsory Module)			
Module type:	Standa	Standard			
Pre-requisites		Communicating for Change (Level 2)			
Excluded Combinations		None			
Co- requisites		None			
Module Entry requirements		None			

Part 2: Description

This module is designed to enable students to plan, develop, test and evaluate a creative communications strategy aimed at influencing cultural change in relation to audience understanding and perception. The module explores a diverse range of historically and culturally significant communications campaigns, within global and local contexts, examining the various ways in which the issues concerned and desired outcome are presented across a range of different media forms. The students will be introduced to contemporary case studies which make innovative use of social and online media in the dissemination and sharing of information and in the planning and implementation of significant events and initiatives.

The module considers the power of persuasive approaches in mediated communications: how narratives and rhetoric can affect emotional engagement as a means through which beliefs, attitudes and behaviours can be influenced and altered over time. A wide range of theoretical and practice-oriented resources and examples will be mobilised, from philosophical materials, critical theory, film, video and documentary photography, data visualisations, manifesto and campaigning handbooks, reports and evaluation materials. The module will be delivered through the use of talks, lectures, seminars and workshops, and by drawing on industry expertise, inviting inputs from communications practitioners and specialists in creative approaches to campaigning.

The module requires that the students work in groups to research and devise their own creative campaign strategy with a specific focus on identifying and critically evaluating persuasive techniques and approaches. The students will be required to devise a campaign that makes creative use of the various affordances of different media forms in relation to a specified target audience and purpose. Engagement with with real-world/live-briefs will be encouraged that enable students to explore contemporary issues, for example, challenges associated with sustainability and social justice and with community-based concerns rooted in models of active citizenship. Their explorations require consideration of transmedia and transcultural dimensions of communications as well as

reflection on attendant ethical issues. These experiences will help students to develop practice-based skills, conceptual knowledge and innovative and enterprising approaches to managing their projects as well as supporting them to build and extend future-facing professional connections.

Part 3: Assessment

Students will work together to plan, develop, test and evaluate a creative campaign strategy designed to persuade a specific audience to influence a change in their understandings and perceptions in relation to a key issue (the focus and approach will be negotiated within the group and agreed with the module tutor).

The entire assessment is designed to provide the student with experience of creating, producing and managing a creative campaign test-project based on their identified strategy, whilst inviting them to reflect critically on the challenges this poses.

The group presentation will present the rationale for and outline of the chosen campaign. The individual report will include background scholarly research around their identified topic and will also include research undertaken to identify and select images, text and the medium of dissemination. It will also include a critical evaluation that will contextualise the proposed campaign strategy in relation to wider relevant theoretical debates around creative cultural interventions and change processes.

Plagiarism will be monitored using submission tools for the written report and through in-class moderation for the group presentation assignment.

group presentation	assignment.			
Identify final timetal (component and ele	oled piece of assessment ement)	A2		
% weighting between components A and B (Standard modules only)			A: 100	B:
First Sit				
Component A (cor Description of eac			Element we	eighting
1. Group Presentation (in-class, 20 mins + Q&A 10 mins)			30%	
2. Individual Report (4000 words)			70%	
·	ndance at taught classes is not req	uired)		
Component A (controlled conditions) Description of each element			Element we	eighting
1. Individual Report (4500 words)			100%	
	Part 4: Learning O	utcomes & KIS Data		
Learning Outcomes	On successful completion of this module students will be able to: 1. Critically evaluate the role of the media in the production of persuasive communications. (Component A and B, Element 1)			

campaigning approaches. (Component A and B, Element 1)

Identify the narrative and rhetorical strategies and tactics used in successful

- 3. Demonstrate an awareness of ethical and political issues that arise in the use of persuasive mediated communications. (Component A and B, Element 1)
- 3. Devise, plan, test and evaluate a creative communications strategy aimed at influencing cultural change in relation to audience understanding and perception (Component A and B, Element 1)
- 4. Communicate complex ideas and information creatively in a range of visual, written and oral forms. (Component A and B, Element 1)
- 5. Situate their own work within broader theoretical contexts and conceptual frameworks relevant to an understanding of mediated processes of cultural change. (Component A and B, Element 1)
- 6. Manage their project effectively, working to deadlines individually and within a group. (Component A and B, Element 1)

Key Information Sets Information (KIS)

Key Inform	nation Set - Mo	odule data			
Number of credits for this module				30	
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
300	72	228	0	300	②
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Contact Hours

The table below indicates as a percentage the total assessment of the module which constitutes a:

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)

Total assessment of the module:	
Written exam assessment percentage	0%
Coursework assessment percentage	70%
Practical exam assessment percentage	30%
	100%

Total Assessment

Reading List

There is no single core textbook for this module, therefore access to a range of excerpts will be provided either in print or online. Students are not required to buy any audiovisual media or books for this module.

Online reading list:

https://uwe.rl.talis.com/lists/4713583A-99BE-DE3C-55A8-346F8ACF5221.html

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