



## MODULE SPECIFICATION

Part 1: Information			
<b>Module Title</b>	Creative Campaigns		
<b>Module Code</b>	UPCNJ9-30-3	<b>Level</b>	3
<b>For implementation from</b>	September 2022		
<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: Compulsory Module)		
<b>Module type:</b>	Standard		
<b>Pre-requisites</b>	Communicating for Change (Level 2)		
<b>Excluded Combinations</b>	None		
<b>Co- requisites</b>	None		
<b>Module Entry requirements</b>	None		

Part 2: Description	
<p>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.</p> <p>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.</p> <p>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</p>	

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.

Identify final timetabled piece of assessment (component and element)	A2	
% weighting between components A and B (Standard modules only)	<b>A:</b>	<b>B:</b>
	<b>100</b>	

#### First Sit

Component A (controlled conditions) Description of each element	Element weighting
1. Group Presentation (in-class, 20 mins + Q&A 10 mins)	30%
2. Individual Report (4000 words)	70%

#### Resit (further attendance at taught classes is not required)

Component A (controlled conditions) Description of each element	Element weighting
1. Individual Report (4500 words)	100%

### Part 4: Learning Outcomes & 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)
2. Identify the narrative and rhetorical strategies and tactics used in successful campaigning approaches. (Component A and B, Element 1)



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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	