



Module Specification

Creative Campaigns

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Part 1: Information

Module title: Creative Campaigns

Module code: UPCNJ9-30-3

Level: Level 6

For implementation from: 2024-25

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: CULTURAL INDUSTRIES

Module type: Module

Pre-requisites: Communicating for Change 2023-24

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: 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 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 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: Teaching and learning methods

Teaching and learning methods: 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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Critically evaluate the role of the media in the production of persuasive communications.

MO2 Identify the narrative and rhetorical strategies and tactics used in successful campaigning approaches.

MO3 Demonstrate an awareness of ethical and political issues that arise in the use of persuasive mediated communications.

MO4 Devise, plan, test and evaluate a creative communications strategy aimed at influencing cultural change in relation to audience understanding and perception.

MO5 Communicate complex ideas and information creatively in a range of visual, written and oral forms.

MO6 Situate their own work within broader theoretical contexts and conceptual frameworks relevant to an understanding of mediated processes of cultural change.

MO7 Manage their project effectively, working to deadlines individually and within a group.

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 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.

Assessment tasks:

Presentation (First Sit)

Description: Group work

Weighting: 30 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Report (First Sit)

Description: Individual Report (4000 words)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Presentation (Resit)

Description: Group work

Weighting: 30 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Report (Resit)

Description: Individual Report (4000 words)

Weighting: 70 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

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) [Sep][SW][Frenchay][4yrs] BA (Hons) 2021-22

Media Communications (Campaigns) {Foundation} [Sep][SW][Frenchay][5yrs] BA (Hons) 2020-21