



# UWA 2018/19 Summer School

## Digital Advocacy (SOCS5200)

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### Welcome

Thank you for your interest in UWA's annual Summer School, an additional teaching period not only designed to provide additional flexibility and teaching innovation for our existing students, but also an opportunity for members of the general public to expand knowledge in a particular area of interest, up-skill and progress their career to the next level or embark on another chapter of life-long learning.

This year's UWA Summer School runs from late November 2018 until early February 2019 and includes nearly 60 units. Our Summer School units cover a range of engaging topics across various disciplines and embed practical application and experiential learning.

I encourage you to visit [study.uwa.edu.au/summer](http://study.uwa.edu.au/summer), the UWA Summer School website for more information about all units on offer,

the enrolment process and available services.

We look forward to welcoming you to the UWA Community this summer.

**Professor Graham Brown**  
(Dean of Coursework Studies (Acting))



THE UNIVERSITY OF  
**WESTERN  
AUSTRALIA**

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# Your Unit

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**Unit Name:** Digital Advocacy (SOCS5200)

**Location:** Perth Campus

**Non-assessed Fee:** \$1000 (Enjoy the complete educational experience but without the stress of assignments)

**Assessed Fee:** \$2862.48 (Enjoy the complete educational experience, including assignments/ exams and receive a final mark. The earned credit can be counted towards a future qualification at UWA)

**Dates:** 7 January – 15 February, 2019

**Time:** 7 – 10 January (Week 2, 2019), 10am-12pm each day and Tuesdays 12pm-2pm (weeks 3,5 and 7) plus online component

Explore the concept of digital advocacy, one of the most powerful approaches used by civil society, governmental institutions, political movements and non-government organisations (NGOs) to galvanize support for influencing change.

## Description:

Digital advocacy engages with contemporary issues of power, inequality, and injustice, offering strategies for social and political change to shape new ethical terrain for our public cultures and social worlds. Explore how digital technologies play an essential role in mobilizing people around various issues and causes, opening unprecedented opportunities to advocate on a range of concerns such as social justice, public health and environmentalism, science and technology, and international development.

## Learning outcomes:

In this unit, you will:

- learn about key theories of advocacy and social change;
- practice developing digital advocacy media such as videos or social media campaigns; and
- critically engage with the link between the theory and practice of social change.

## Lecturer:

**Dr Katarina Damjanov and  
Dr Tael Harper**

**Dr Katarina Damjanov** has an extensive professional background in creative and media industries, and applies her expertise in practice-oriented teaching in the fields of digital media and communication design.

**Dr Tael Harper** is an expert in media and communication strategies, and his teaching focuses on practical skills in the areas of public and corporate communication, digital media strategy, and public relations.

## Other information:

This unit combines classroom, media lab and experiential learning activities to equip students with the applicable knowledge and skills essential for designing an informed, impactful and ethically engaged digital advocacy project. Assessment is based around project work to put the theoretical and skills learning into practice.

## Contact details:

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tauel.harper@uwa.edu.au**

## Summer School Logistics:

- All external applicants will receive a **parking permit** to allow them to park on-campus, free of charge. See [transport.uwa.edu.au](http://transport.uwa.edu.au) for information about parking areas, and check your permit for more details when you receive it.
- All students will receive a PHEME account and access to the online learning system (LMS), online library and course materials.
- **Free on-campus WIFI** will be available through your PHEME account.
- The **UWA Summer School Precinct** includes a number of cafes with extended opening hours during Summer School. Visit the Student Guild website for more information.
- Summer School students will have access to the Reid Library and all its facilities: computers, charging stations, electrical outlets, printers/copiers, rest areas, group study facilities, private study areas, and of course, the librarians and library staff.
- Lockers and change rooms are available in the Reid Library. Bike racks are located throughout campus. End-of-journey shower facilities are available at the Fitness Centre.
- Information about public transport and cycling to UWA can be found at [transport.uwa.edu.au](http://transport.uwa.edu.au).
- Further information, including course materials, timetable information, PHEME details, and campus maps, will be provided prior to commencement of the unit.