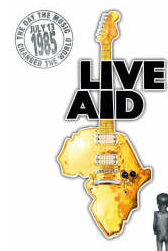


HUSTON SCHOOL OF FILM & DIGITAL MEDIA
J.E. CAIRNES GRADUATE SCHOOL OF BUSINESS & PUBLIC POLICY
in association with
SOCIAL SCIENCES RESEARCH CENTRE
IRISH CENTRE FOR HUMAN RIGHTS

MASTERS DEGREE IN PUBLIC ADVOCACY AND ACTIVISM
2008-2009

The Masters Degree in Public Advocacy and Activism offers an advanced programme for those working, or intending to work, in international or local advocacy; including community organization, development, labour, rights, health and environment.

Full-time one year. Places available – 14.
Closing date for applications: April 2008 (date to be confirmed).
Commences: September 2008.



Contemporary human concerns, advocacy, and proposed solutions increasingly transcend national boundaries and, in a globalized society, Non-Governmental Organizations (NGOs) play an ever more essential role. The development of this innovative new masters degree was prompted by the realization that while there are many Management, Communications and Public Relations courses, none offers a focus on the issues and skills central to the role of those working in organizations which seek to shift attitudes and understandings in order to initiate change.



Programme Description

The course is a full-time degree taken over a twelve-month period (September 2007 to August 2008). The year is divided into two teaching semesters (September to December and January to April). During the summer period students will undertake a work placement. The interdisciplinary programme offers an opportunity for experienced advocates for social change to undertake structured studies in order to facilitate critical reflection and practice, and for those interested in working in the area to achieve a specialist qualification. The wide-ranging course will include an overview of the global context in which advocacy takes place and encourage discussion of issues such as cross-cultural communication and social justice; relevant professional skills and media training will be central to the programme.

Students on this course will work with teams from the MA in Production and Direction to realise short film projects.

Programme Content (Subject to Change)

	ECTS
• How to Argue with an Economist	5
• Social and Political Context	5
• Management & Organization	5
• Introduction to Human Rights Law	5
• Towards an Economy of the Media	5
• Production Projects	10
• Globalization	5
• Transcultural Communication	5
• Film and change	5
• Communication, Media and Marketing	5
• Placement Report	5
• Minor Dissertation	30



ECTS weighting

90 ECTS

PG Diploma – 60 ECTS

Career Opportunities

Work in local or international advocacy including community organisation, development, labour, rights, health and environment.

Programme Fees

Academic year 2007-2008

MA – EU students: €6,005

Non-EU students: €11,500



Entry Requirements

The number of places is limited. You should have an honours primary degree (at least Second Class Honours in one subject, or a US GPA 3.2). We also welcome applicants with substantial and relevant professional experience to apply. Such cases may be considered for exemption from the honours degree requirement, subject to appropriate arrangements such as a qualifying examination. These students will be required to register initially for a PG Diploma.

In your application you should include:

- a short essay on an aspect of advocacy or a relevant area in which you have particular interest or experience (no more than 1,000 words).

Selection Criteria

Above all, applicants should be driven by an interest in both the practical and theoretical issues relating to campaigning and advocacy in today's world, and should have an understanding of the way in which public opinion interacts with politics and policy.

Examination arrangements

The course is assessed by a combination of exam, essay and project work.



Further Information

For more information contact

Dr Fiona Bateman, Course Co-ordinator

Email: fiona.bateman@nuigalway.ie

Rod Stoneman, Director of the Huston School of Film & Digital Media

Email: rod.stoneman@nuigalway.ie

www.filmschool.ie

Dr Terry McDonough, J.E. Cairnes Graduate School of Business & Public Policy

Email: terrence.mcdonough@nuigalway.ie



Application to this programme is made online via the Postgraduate Applications Centre (PAC) (<http://www.pac.ie/pgrad.php?inst=gy>). See PAC website (<http://www.pac.ie/pgrad.php?inst=gy>) or NUI Galway Postgraduate Admissions Office (<http://www.nuigalway.ie/postgrad/>) for further details.

