

COURSE DETAIL

DIGITAL CAMPAIGNING

Country

United Kingdom - England

Host Institution

King's College London

Program(s)

King's College London

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies

UCEAP Course Number

175

UCEAP Course Suffix**UCEAP Official Title**

DIGITAL CAMPAIGNING

UCEAP Transcript Title

DIGITAL CAMPAIGNING

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

The course combines theoretical and empirical content in the analysis of digital campaigning. Digital campaigning is hereby understood as comprising all forms of social and political campaigning that make intense use of digital media. Theoretically it covers a number of concepts and theories that are relevant to the understanding of this issue, including social movement theory, and digital politics theory. Furthermore, it covers a number of important concepts such as the digitization of political activity, the notion of hybrid media system, the consequences of interactivity, crowd-sourcing, networking, and participatory culture for social and political campaigning. Empirically, it will draw on a number of digital campaigns, from social movements, to charity and civil society campaigns. Its geographic scope mostly focuses on the Western context, but with some attempts to explore similar developments in other word areas including India, China, and South America.

Language(s) of Instruction

English

Host Institution Course Number

5AAVC303

Host Institution Course Title

DIGITAL CAMPAIGNING

Host Institution Course Details

<https://www.kcl.ac.uk/abroad/module-options/digital-campaigning>

Host Institution Campus

Host Institution Faculty

Arts and Humanities

Host Institution Degree

Host Institution Department

Digital Humanities

Course Last Reviewed

2023-2024

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