

# 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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