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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