

NIRMA UNIVERSITY

Institute:	Institute of Design
Name of Programme:	B Des (Communication Design)
Course Code:	CDSL 416E
Semester:	VII
Course Title:	Media Studies: Study of a Social Campaign
Course Type:	Departmental Elective
Year of introduction:	2020

L	T	Practical component				C
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Course Learning Outcomes (CLO):

At the end of the course, the students will:

1. Understand socio-economic issues and make a media plan for campaign. (BL3)
2. Define the eco-system of communication needs intended for transmission to large and varied groups that are culturally and linguistically different. (BL1)
3. Build strategies after careful analysis of primary findings from the field and relevant secondary data. (BL5)

Syllabus:

Total Teaching hours: 82.5

Unit	Syllabus	Teaching hours
Unit-I	Ecology of socio-cultural issues Understanding contemporary issues requiring communication to people across regions and geographic spread: 1.1 Civic: Health, Environment related etc. 1.2 Socio- Cultural: Gender, Safety issues, Rights & Duties etc. 1.3 Political: Electoral Promotion, Social Resistance, Ideological etc. 1.4 Global: Climate Change, International Events etc. Experts would deliver the above through lectures.	21 hours
Unit-II	Media Studies 2.1 Understanding Media 2.2 Classification, overview of media used in formally formats and organically born communication strategies i. Classical Media ii. Emerging Technologies 2.3 Case study of presentations 2.4 Critique of Media strategies of campaigns	21 Hours
Unit-III	Design of a Media Strategy 3.1 Identifying Problem Statement in context of society 3.2 Selection of an opportunity area 3.3 Analysis with Design Thinking methods 3.4 Design of Media Strategies	40.5 Hours

Self-Study:
Suggested Readings/
References

NA

1. Communication Research for Development: The ISRO Experience, by Binod C. Agarwal, Publisher: Development and Educational Communication Unit, Indian Space Research Organization, Ahmedabad and Concept Publishing Company, New Delhi.
2. Understanding Development Communication, Ed. By Jacob Srampickal, Arul Aram, Publisher: Media House Delhi, 2007
3. Development Communication: Context for the Twenty first century, by Dipankar Sinha, Publisher: Orient Blackswan, 2013
4. Communication for Development in the Third World: Theory and Practice, by Srinivas R Melkote, Publisher: Sage Publication, 1991
5. Understanding Media: The Extension of Man, by Marshal McLuhan, Publisher: Routledge, 2001,
6. Understanding Media Theory: Language, Image, Sound, Behavior, by Arjun Mulder, Publisher: Nai010 Publishers, 2004
7. Mass Communication in India, by Keval J. Kumar, Publisher: Jaico Books, 2020
8. The Dynamics of Political Communication: Media and Politics in a digital age, by Richard M. Perloff, Publisher: Taylor & Francis, 2013
9. Confessions of an Advertising Man, by David Ogilvy, Publisher: Southbank, 2011
10. Controlling the Message: New Media in American Political Campaigns, Victoria A. Farrar-Myers Justin S. Vaughn, Publisher: NYU Press
11. Political Campaigning in the Information Age (Advances in Human and Social Aspects of Technology) by Ashu M. G. Solo, Publisher: Idea Group, U.S, 2014

Suggested List of
Experiments:

NA

Suggested Case List:

NA