

NIRMA UNIVERSITY
COMMUNICATION DESIGN PROGRAM
Bachelor of Design, Department of Design
Year IV, Semester VII

L	T	P	C
1		4.5	4

Course Code	CDSL 413 E
Course Title	Understanding Public Communication Systems

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Craft powerful and persuasive media campaigns
2. Understand communication strategies for campaigns driven towards social change
3. Study histories and theories of public service systems
4. Gain knowledge of development models across social, political and economic paradigms

SYLLABUS:

TEACHING HOURS: 82.5 HRS

Unit 1: Introduction to Public Service Systems

Teaching hours: 20 hrs

- 1.1 Early and contemporary theories of development models
- 1.2 Concepts of 'social development'
- 1.3 Case studies of social campaigns in areas such as health, gender empowerment, education, sanitation, environment etc.

Unit 2: Strategy for communication for social change

Teaching hours: 20 hrs

- 2.1 techniques in creativity, learning, persuasion, and audience mapping
- 2.2 Understanding strategies for public engagement and advocacy

Unit 3: Project

Teaching hours: 42.5 hrs

- 3.1 Develop a campaign plan for your own context
- 3.2 Target your information and message to the right audience
- 3.3 Use digital and social media as effective storytelling tools

Suggested Readings:

1. Understanding Development Communication by Arul Jacob Srampickal, Media House Delhi, 2007
2. The Concept of Participation: Transforming Rhetoric to Reality by White, S. A., London: Sage, 1994
3. Designing for Social Change: Strategies for Community-Based Graphic Design by Andrew Shea, Princeton Architectural Press, 2012
4. Development as Freedom by Amartya Sen, Oxford, 2001

w.e.f. Academic year _2020 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit