

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

L	T	P	C
1		4.5	4

<b>Course Code</b>	<b>CDSL 414 E</b>
<b>Course Title</b>	<b>Media Studies: Study of a Social Campaign</b>

**Course Learning Outcomes (CLO):**

At the end of the course the students will:

1. Design a media plan for a social- political campaign
2. Determine a plan that is relevant to the complexity of communication needs of the intended audience
3. Build strategies after careful analysis of primary findings from the field and relevant secondary data
4. Define the ecology of communication needs intended for transmission to large and varied groups that are culturally and linguistically different

**Syllabus:**

**Total Teaching hours: 82.5**

**Unit 1: Ecology of socio- cultural issues:**

**Teaching hours: 21**

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.

The above would be delivered through lectures by experts.

**Unit 2: Media Studies:**

**Teaching hours: 21**

- 2.1 Classification, overview of media used in formally formats and organically born communication strategies
  - i. Classical Media
  - ii. Emerging Technologies
- 2.2 Case study of presentations
- 2.3 Critique of Media strategies of campaigns

**Unit 3: Design of a Media Strategy:**

**Teaching hours: 40.5**

- 3.1 Selection of an opportunity area
- 3.2 Analysis with Design Thinking methods
- 3.3 Design of Media Strategies

### **Suggested Readings:**

1. Confessions of an Advertising Man, by David Ogilvy, Publisher: Southbank Publishing, 2011
2. Controlling the Message: New Media in American Political Campaigns, Victoria A. Farrar-Myers Justin S. Vaughn, Publisher: NYU Press
3. 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

w.e.f. Academic year \_2020 and onwards

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