

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications and The Arts
Programme:	American Studies Communications: Advertising & PR Communications: Media Studies Digital Communication & Social Media Film Studies Film & Photography
FHEQ Level:	6
Course Title:	New Media
Course Code:	COM 6101

Total Hours: 160

Timetabled Hours: 45

Guided Learning Hours: 15

Independent Learning Hours: 100

Credits: 16 UK CATS credits
8 ECTS credits
4 US credits

Course Description:

This course traces the historical development of new media, emphasizing the social, political, and cultural context of new media technologies. It introduces the students to a number of contemporary theoretical debates for understanding the role of new media in contemporary democracies and their impact on identity formation processes. Interfacing practical skills and critical thought, a number of key debates in digital culture are addressed through written texts and the investigation of internet sites and electronic texts.

Prerequisites:

One of the following:

SCL 5200 Social Research

COM 5200 Mass Communication & Society

AVC 5215 Art History Theory & Methods

HST 5210 Of Myths and Monsters - A History of History

Aims and Objectives:

This course aims to develop an understanding of the technological, economic and political structures of convergent media and the consequences of digitalization on culture and communication. It aims to familiarize students with the key issues, concepts and debates within media and cultural studies concerning new media and to engage students in a close reading of some of the main academic texts dealing with digital cultures and new media. Furthermore, the course aims to develop previous research strategy skills by engaging students to a close analysis of some aspect of new media texts.

Programme Outcomes:

American Studies: Aiii, Bii, Civ, Dii, Diii

Communications: Advertising and PR: A6i-iii, B6iii, C6iv, D6ii, D6iii

Communications: Media Studies: A6i-iii, B6iii, C6iv, D6ii, D6iii

Digital Communications: A6i-iii, B6iii, C6iv, D6ii, D6iii

Film Studies: A6i-iii, B6iii, C6iv

Film and Photography: A6i-iii, B6iii, C6iv, D6ii, D6iii

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained at Registry and located at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

- Engage systematically and critically with the main debates related to digital cultures and new media, and their relationship to both past and emergent media forms.
- Show systematic understanding of the dynamic relationships between technological change and emergent media forms, with ability to analyse the historical evolution of these forms and the practices associated with them.
- Conduct detailed analyses of information relating to specific new media texts, phenomena, products, institutions and organizations, and critically appraise debates and misunderstandings that surround them.
- Demonstrate ability to work effectively, communicate ideas, and manage conflicts by asking questions and responding to others in a group or team.
- Become adept at employing profession codes of conduct in giving 'formal' presentations
- Reflect systematically and critically on the ways in which people engage with new media and digital texts and practices and make meaning from them.

Indicative Content:

- The Early New Media
- The Rise of Mechanical Reproduction

- Origins of the Internet
- Digital Culture & Media Convergence
- Web 2.0 & Social Media
- Digital Piracy and Property
- New Media, Privacy and Surveillance
- New Media Activisms

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course combines formal lectures with interactive discussion and cooperative tasks. The former introduces the main arguments related to debate. The latter are encouraged through presentations and/or group projects aiming to link the theoretical arguments with the analysis of new media texts and practices. All students are expected to be fully prepared to participate in classroom discussions.

See syllabus for complete reading list.

Indicative Texts:

Fuchs, C. (2021) *Social Media: A Critical Introduction*. 3rd ed. London: Sage.
 Kennedy, H. (2016) *Post, Mine, Repeat: Social Media Data Mining Becomes Ordinary*. Palgrave Macmillan.
 Lindgren, S. (2022). *Digital media and society*. 2nd ed. Los Angeles: SAGE.
 Manovich, L. (2001) *The Language of New Media*, Cambridge: MIT Press

Journals:

[Switch Online Journal of New Media](#)
New Media & Society

Web Sites:

<https://corporatewatch.org/tag/media-pr/>
<https://www.theguardian.com/media/digital-media>

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	
Total Hours Updated	April 2024	