

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School/Department:</b>	Communications, Arts and Social Sciences
<b>Programme:</b>	Communications BA Social Media and Digital Communication
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	New Media
<b>Course Code:</b>	COM 6200
<b>Course Leader:</b>	Sam Brooker
<b>Student Engagement Hours:</b>	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
<b>Semester:</b>	Fall/Spring/ Summer
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 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:** SCL 5200 or COM 5200

**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 :**

6A(i); 6A(ii); 6A(iii); 6B(iii); 6C(iv); 6D(iii); 6D(ii);

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 their 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 Standard Assessment Norms approved at Academic Board.

**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.

**Bibliography:**

See syllabus for complete reading list.

**IndicativeText(s):**

- Lisa Gitelman and Geoffrey Pingree, *New Media, 1740-1915* (Cambridge: MIT Press, 2003)
- Lev Manovich, *The Language of New Media* (2001) Cambridge, Massachusetts and London: The MIT Press.
- Walter Benjamin (2008) *The Work of Art in the Age of its Technological Reproducibility and other writings on media*, Jennings, et. al. (eds.) Cambridge & London: Harvard UP
- Viktor Mayer-Schonberger (2009) *Delete: the Virtue of Forgetting in the Digital Age*. Princeton and Oxford: Princeton University Press
- Daniel Miller (2011) *Tales From Facebook*. Cambridge: Polity Press

**Journals**

[Switch Online Journal of New Media](#)

[fibreculture Internet Journal](#)

[media/culture online journal](#)

*New Media & Society*

**Web Sites**

[BBC The Virtual Revolution](#)

[boingboing](#)

[Corporate Media Watch](#)

[digital ethnography](#)

[digital media net Australia](#)

[Guardian's digital media page](#)

[Journal on the Internet](#)

[mashup community](#)

[New Media Age business news](#)

[slashdot news for nerds](#)

[social media business website](#)

[TED talks](#)

[wired magazine UK](#)

[wired magazine USA](#)

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

---

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry
Minor	Added Social Media for Prog		