

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	CASS
<b>Programme:</b>	Communications BA Social Media and Digital Communication
<b>FHEQ Level:</b>	4
<b>Course Title:</b>	Digital Society
<b>Course Code:</b>	COM 4115
<b>Course Leader:</b>	Sue Pell
<b>Student Engagement Hours:</b>	120 (standard 3- credit BA course)
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 introduces students to critical studies of the digital society, and how it effects institutions, media, and audiences socially, culturally, and politically. It explores the history of 'the information revolution', and how contemporary digital technologies, the internet, and social media are changing identities, relationships, and practices at both micro- and macro-levels. Through engaging with key debates within digital society (e.g. selfhood and social media, participatory culture, sharing economy, surveillance, truth of online information and democracy), students will develop critical understanding of the relationship between digital technologies and society, and reflect on their own use of digital media. It is highly recommended that students have access to the use of a laptop and a smartphone for the duration of the course.

**Prerequisites:**

N/A

**Aims and Objectives:**

The aim of this course is to introduce students to key issues in our digital society and to have them reflect on their own positions, practices, and assumptions within this context. They will be encouraged to place digital technologies in a historical context and identify

ways in which it has impacted social, political, economic, and psychological practices. They will also be given the opportunity to use digital techniques to give their own perspectives on the digital world, deepening both their digital fluency and technical competence.

**Programme Outcomes:**

A4(ii)

B4(iii)

C4(i)

C4(iii)

D4(i)

D4(iii)

**Learning Outcomes:**

By the end of this course, successful students should be able to:

1. Demonstrate a broad understanding of key concepts, issues, and authors in the area of digital society, particularly as it relates to identities, relationships, social practices and institutions.
2. Demonstrate the ability to use technology to create media texts that are shareable on online platforms.
3. Identify key debates in the area of digitalization of society, outlining the strengths and weaknesses of the arguments.
4. Demonstrate digital fluency through critical reflection of representations and practices on digital platforms, including their own engagement with the media.

**Indicative Content:**

- Technology and Society (Theories of Technology, Technological Determinism, Media as Social Practices)
- Theories of the Digital Society: Information Society, Networked Society, New Media
- Information Revolution, Web 2.0, and Apps
- Changing Self: Presentation on and off line, quantified self, mobility
- Media and the Internet: Changes to audiences, media, producers, and advertising
- Labour and the Digital Technologies: Economy of 'producers', sharing economy, participatory culture
- Politics of Social Media: Social movements, surveillance, privacy, online discourse, and democracy
- Memory, Remembering, and Rights to be Forgotten

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

**Teaching Methodology:**

This course will use interactive lectures, workshops, and group work in the class and online.

**Indicative Text(s):**

Athique, Adrian. 2013. *Digital Media and Society: An Introduction*. Cambridge: Polity.  
 Boyd, Danah. 2014. *It's Complicated: The Social Lives of Networked Teens*. New Haven: Yale University Press.  
 Fuchs, Christian. 2017. *Social media: A critical introduction, 2<sup>nd</sup> ed.* London: Sage.  
 Grant, Ian Hamilton, Jon Dovey, Kieran Kelly, Martin Lister, and Seth Giddings. 2008. *New Media: A Critical Introduction 2<sup>nd</sup> ed.* London: Routledge.  
 Jones, Rodney H. and Christoph A. Hafner. 2012. *Understanding Digital Literacies: A Practical Introduction*. London: Routledge.  
 Lindgren, Simon. 2017. *Digital Media and Society*. London: Sage.

**Journals**

See course syllabus

**Web Sites**

Digital Human (podcast), <https://www.bbc.co.uk/programmes/b01n7094>  
 Henry Jenkins, Confessions of an Aca-Fan, <http://henryjenkins.org/>  
 Notes to Self: The Privacy Paradox (podcast), <https://project.wnyc.org/privacy-paradox/>  
 The Beginner's Guide to Creating a Podcast, According to the Pros  
 (<https://mashable.com/2014/12/18/podcast-beginner-tips/?euope=true>)

See syllabus for complete reading list

**Change Log for this CSD:**

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

