

Digital and Social Media

Course # MDIA 3195

Credits 6

Course Description

The course focuses on case studies and enables students to research and learn about the social, historical, cultural, and economic aspects of online communities at the intersection of mediated and unmediated experiences. Students examine the role and significance of digital media practices within local and global milieus, across shifting and fluid communicative ecologies, and present their findings using digital and mobile and written narratives. Additionally, students learn to apply intersectionality and the associated sensitivities in their digital and social media tasks and projects. The course also places an emphasis on the contemporary creative skills of digital and social media including digital design and user experience in computer interfaces for effective communication. It provides students with both theoretical and practical tools to respond with thoughtful insights to inexorable shifts in digital technology and their disruptive impacts on the production, dissemination, and consumption of information.

Course Learning Outcomes

Upon the completion of the course, students will be able to:

- Identify key historical moments and dominant theories in the evolution of contemporary digital and social media.
- Analyze the construction of communities through mediated practices and experiences.
- Explain the impact of social and digital practices within pertinent cultural frameworks.
- Create a digital and social media strategy for organisation/NGO, business/brand.
- Define the dominant continuities and disruptive shifts in traditional media phenomena in the early 21st century.

Course Assessments and Grading

Item	Weight
Communicative ecology mapping (group case study)	15%
Digital experience design (XD)	25%
Digital strategies	30%

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