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University of Kerala

Discipline	ENGLISH
Course Code	UK2MDCENG102
Course Title	New Media and Society
Type of Course	MDC
Semester	II

Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	-		3
Pre-requisites	1. An awareness about digital media 2. Familiarity with social messaging platforms				
Course Summary	Introduces digital media and enables students to create effective content for them				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Key Concepts**	**9**
	1	Characteristics of Digital Media - Interactivity, Convergence, Immersion Section 1.3 Digital Media (Page nos. 8 -13) from Introduction to Digital Media. Alessandro Delfanti and Adam Arvidsson.© 2019 John Wiley & Sons https://hcommons.org/app/uploads/sites/1002188/2022/01/IDM.pdf	
	2	Streaming Services: OTT Platforms, Spotify, Audible https://centermil.org/2020/09/18/media-inside-out-episode-48/ (Video Episode on The Influence of Streaming Services)	
		Suggested Reference: Miller, Vincent. *Understanding Digital Culture*. Sage Publications Ltd., 2020.	
II		**Media, Representation and Audience**	**9**
		Representation, Construction, Stereotypes, Representation of Age, Gender, Class, Social Roles in cinemas, web series and YouTube vlogs. Tokenism and Stereotyping in visual content	
	3	Tokenism and Representation: A Fine Line in Popular Media:	

		https://medium.com/the-volume-collective/tokenism-and-representation-a-fine-line-in-popular-media-6fa803dc939b Sample Videos: https://youtu.be/vmLCfFZiCAc?si=gdXL73uf1-_hCUJ5 (from *Never Have I Ever*)	
	4	Social Media and Audience: Influencers, Trolling, Hate comments and Cyber bullying Too Lucky to Be a Victim? An Exploratory Study of Online Harassment and Hate Messages Faced by Social Media Influencers (till (Non-)Ideal Victim https://link.springer.com/article/10.1007/s10610-023-09542-0	
		Suggested Reference: de Seta, Gabriele. "Trolling, and other Problematic Social Media Practices". *The Sage Handbook of Social* Media. Eds. Jean Burgess, et.al. Sage, 2018. Manovich, Lev. *The Language of New Media*. MIT Press, 2001.	
III		**New Media: Influence on Language**	**9**
		Linguistic strategies – abbreviations, acronyms, emojis - Hashtags and online communities	
	5	"What Can a Hashtag Do? Sloganeering, Incitement, Solidarity, and So Much More" By Elizabeth Losh https://lithub.com/what-can-a-hashtag-do/	
	6	Memes and Visual Language "The surprising power of internet memes" by Helen Brown https://www.bbc.com/future/article/20220928-the-surprising-power-of-internet-memes	
		Suggested References:	

		Losh, Elizabeth. *Hashtag*. Bloomsbury, 2019. Bouman, Margot. "Memes". *A Concise Companion to Visual Culture*. Eds. A. Joan Saab, et.al., Wiley Blackwell, 2021. https://doi.org/10.1002/9781119415480.ch18 Baron, Naomi S. "Are Instant Messages Speech? The World of IM". *Always on: Language in an Online and Mobile World*. OUP, 2008 Danesi, Marcel. *The Semiotics of Emoji: The Rise of Visuals Language in the Age of the Internet*. Bloomsbury Academic, 2016.	
IV		**Writing for New Media**	**9**
		Vlog Script Writing, Blog Writing, Podcast Script Writing	
	7		
		How to Start Blogging: A Definitive Guide for Authors. https://janefriedman.com/blogging-for-writers/	
V		**New Media and Literature**	**9**
	8	**Suggested Reading/Viewing:** "What's Your Reading Vibe?" – Book Clubs by celebrities (Reese's Book Club, Oprah's Book Club, Belletrist, Service95) and their influence on literature https://www.theguardian.com/books/2022/dec/12/legally-bookish-reese-witherspoon-and-the-boom-in-celebrity-book-clubs	
	9	**Suggested Reading/Viewing:**	

		BookTok and book vlogs https://www.theguardian.com/books/2023/aug/06/i-cant-stress-how-much-booktok-sells-teen-literary-influencers-swaying-publishers https://theweek.com/feature/briefing/1018899/booktok-is-tiktok-changing-the-publishing-industry	

References

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Danet, Brenda. CyberPl@y: Communicating Online. Berg, 2001.

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Seargeat, Philip and Caroline Tagg (Eds.). The Language of Social Media: Identity and Community on the Internet. Palgrave Macmillan, 2014.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the concepts related to New Media Studies	U	2
CO-2	Analyse the ways in which media, culture and society influence each other by citing examples	U, Ap, An	2,3
CO-3	Evaluate the latest trends in language introduced by social media and analyse its influence on	E, An	2,3,6,7

CO						
	communication					
CO-4	Apply the knowledge acquired to frame journalistic pieces of various nature	Ap, C			12,13	
CO-5	Evaluate the influence of social media in promoting literature and visibility	An, E			3,5,6,10	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the concepts related to New Media Studies	2	U	F, C	L	
CO-2	Analyse the ways in which media, culture and society influence each other by citing examples	2,3	U, Ap, An	P	L	
CO-3	Evaluate the latest trends in language introduced by social media and analyse its influence on communication	2,3,6,7	E, An	P	L	
CO-4	Apply the knowledge acquired to frame journalistic	12,13	Ap, C	M	L	

	pieces of various nature			
CO-5	Evaluate the influence of social media in promoting literature and visibility	3,5,6,10	An, E	P	L

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PSO5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low

2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓