Course Title: Introduction to New Media

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<th>Course Code:</th>
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<tr>
<td>QF Level:</td>
<td>4</td>
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<tr>
<td>Contact Hours:</td>
<td>39 Hours</td>
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**Aims and Objective**

This course uses a cultural-social-historical approach to discuss new media by critically examining its principles, forms, content, metamorphosis and political economy. It identifies and discusses the transforming social practices, organizations, crises and possible interventions accompanying the rapid growth of new media. Students will be equipped with fundamental knowledge and analytical tools from different disciplines, including media studies, sociology, aesthetics and philosophy. They will also learn how to design and manage a new media production so that they can become skilled and active participants in the new media culture.

**Intended Learning Outcomes of the Course**

On completion of the course, students should be able to

ILO1. discuss and analyze new media culture in concrete socio-historical contexts;
ILO2. recognize and identify the transforming social, political and aesthetic experiences brought about by the development of new media;
ILO3. design and organize a new media production.

**Syllabus**

**I. Discussing New Media**

1. What is new media?
   - How to study new media?
   - Digitality, variability and interactivity
   - Computerization of culture
   - “Designing” and “organizing” a new media production

2. How to evaluate the “newness” of new media?
   - Rethinking human and machine
   - Rethinking “the medium is the message”
   - Transforming authorship
   - Possibilities and limits
   - Designing and organizing a “new” media production

3. Political economy of new media
   - New media in the “post-industrial” society
   - Estranged free labour
   - Ideology of choice
   - Designing and organizing a new media “production”
Part II. New Media, Social Practice and Transforming Experience

4. Social media
   - Selfhood and identities in social media
   - Communities online
   - Social media as social genres

5. Language, knowledge and desire
   - Digitalizing language: Words beyond grammar
   - Digitalizing knowledge: the myth of “universal library”
   - Fandom in new media culture
   - Fantasy or virtual reality?

6. Politics and Citizenship
   - Politics of surveillance
   - New media journalism
   - New media activism

7. Art and creativity
   - New media art and the “ready-made”
   - New media art appreciation

Assessment

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<th>Type of Assessment(Weighting)</th>
<th>Description</th>
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<tbody>
<tr>
<td>Continuous Assessment (100%)</td>
<td>Participation (10%)</td>
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<td>Group Project (40%)</td>
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<td>Self-analyses (20%)</td>
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<td>Individual Term Paper (30%)</td>
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Pre-requisite(s)
Nil

Required and Recommended Reading

References:


23.07.2019