

PROFORMA FOR NEW COURSE

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| 1. | Title of the Course | New Media and Digital Culture |
| 2. | Course Number | HS6027 |
| 3. | Status of the Course | Elective |
| 4. | Structure of Credits | 3-0-0-3 |
| 5. | Offered To | PG |
| 6. | New Course/Modification to | New |
| 7. | To be Offered by | Department of Humanities and Social Sciences |
| 8. | To take effect from | July 2019 |
| 9. | Prerequisite | Nil |
| 10. | Whether approved by the Program | Yes |
| 11. | Course Objective: To explore various issues related to proliferating new media technologies in everyday life and to problematize the cultural practices emerging out of it. To introduce important theoretical frameworks to conceptually engage and understand the new media and digital culture. | |
| 12. | Course Content: Understanding new media, convergence culture, remediation, globalization and new media, network society, theories of information society, digital divide, inequality and participation, emergence of digital platforms, Facebook, WhatsApp, Twitter, political economy of social media, public sphere, identity and cyber culture, YouTube culture, social media and communication power, politics, culture, platform society: mobile applications and everyday life | |
| 13. | Text book(s): 1. Nayar P K, <i>An Introduction to New Media and Cybercultures</i> , John Wiley & Sons (2010) 2. Siapera E, <i>Understanding New Media</i> , Sage (2017) | |
| 14. | Reference(s): 1. Burgess J and Green J, <i>YouTube: Online Video and Participatory Culture</i> , John Wiley & Sons (2013) 2. Fuchs C, <i>Social Media: A Critical Introduction</i> , Sage (2013) 3. Lister M, Dovey J, Giddings S, Kelly K and Grant I, <i>New Media: A Critical Introduction</i> , Taylor & Francis (2009) 4. Webster P F and Webster F, <i>Theories of the Information Society</i> , Routledge (2002) | |