

DISCIPLINE SPECIFIC ELECTIVE
DSE HH 5C2: New Media for Change

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course(if any)
		Lecture	Tutorial	Practical/ Practice		
New Media for Change	4	2	0	2	XII Pass	Appeared in Communication Concepts and Theories

Learning Objectives

- To synthesize a comprehensive view of key concepts and theories involved in new media.
- To appreciate and express the cultural significance of new media.
- To explore the myriad ways that people and organizations use new media as tools for civic engagement, activism, and political participation.
- To explore how technological changes effect social institutions and society.

Learning Outcomes

- Acquire knowledge of new media tools.
- Learn the concept and importance of the digital culture.
- Understand the potential and limitations of new media.
- Evaluate the role and uses of new media technology across cultures.

SYLLABUS OF HH 5C2

THEORY
(Credits 2; Hours 30)

UNIT 1: Understanding New Media: Formats concepts and Theories 10 Hours

The Unit will give in-depth understanding of concepts and theories of new media in context of contemporary culture.

- Understanding new media; trans-media/multimedia storytelling
- Computer/mobile-mediated communication and the notion of digital
- History of New Media
- New media concepts and theories; Networked society
- Convergence culture
- Mediatization theory
- Actor-network theory

UNIT II: Application in New Media 10 Hours

The unit will describe the application of new media for social upliftment specifically in field of education and governance.

- Proliferation of networks

- Educational uses of new media
- Use of new media in governance
- Civic, Community, and Public Engagement
- Critique of new media as a tool of surveillance and oppression
- Social media as a liberating force
- Digital democracy and participation

UNIT III: New Media Laws and Ethics

10 Hours

This unit will give understanding of laws pertaining to new media and analytical knowledge into related ethical issues.

- Need for Laws and Ethics in New Media
- New Media Laws and Acts
- Social Media Freedom of Expression
- Intellectual Property Rights
- Privacy, Data and International Law
- Hate Speech
- Pornography and Obscenity
- Defamation
- Government Censorship
- New Media and Democracy
- New Media and Activism

PRACTICAL (Credits 2; Hours 60)

1. Case studies pertaining to ethical issues in the use of new media.
2. Evaluation of New Media campaigns.
3. Development and Designing of New Media Campaigns
4. Content Development for various new media tools.

Essential Readings:

- Jenkins, Henry. (2006). *Convergence Culture: Where Old and New Media Collide*. New York, NY: NYU Press.
- *Computer-Mediated Communication: A Theoretical and Practical Introduction to Online Human Communication*, Rowman & Littlefield, April 2021.
- John C. Sherblom *Computer-Mediated Communication: Approaches and Perspectives*, 6 March 2019
- Aaron Langille and Victoria Kannen *Virtual Identities and Digital Culture* Taylor & Francis Ltd, 2021.
- Jeremy Harris Lipschultz, *Social Media Law and Ethics*, Routledge, 2021.

Suggested Readings:

- Mike Z Yao, Rich Ling, “What Is Computer-Mediated Communication?”—An Introduction to the Special Issue, *Journal of Computer-Mediated Communication*, Volume 25, Issue 1, January 2020, Pages 4–8, <https://doi.org/10.1093/jcmc/zmz027>.
- Pannu Parveen, Tomar A Yuki, *Communication Technology for Development*, IK International publication, 2012.

**Note: Examination scheme and mode shall be as prescribed by the Examination Branch,
University of Delhi, from time to time.**