



University of Nicosia, Cyprus

Course Code COMM 485	Course Title Digital Media	ECTS Credits 6
Department Communications	Semester Fall	Prerequisites
Type of Course Elective	Field Communications	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 4 th	Lecturer Dr. Tao Papaioannou
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

The main objectives of the course are to:

- Offer an overview of computer and digital media technologies with a strong emphasis on their communication functions, their effects on traditional communication content and process and media convergence.
- Analyze the social, cultural and linguistic impact of digital media on people, organizations and society as a whole.
- Examine the many and varied policy issues that grow out of the development and use of the new communication technologies such as democracy and social control in electronic environments, on-line deception, privacy, freedom of expression, information accuracy and accessibility and intellectual property.

Learning Outcomes:

Upon completion of the course, students are expected to be able to:

1. Assess the role of computers in communication with regard to the change from analogue to digital transmission.
2. Describe technical and social attributes of various types of computer-mediated communication within the frameworks of social presence theory, media richness theory and the lack of social context cue hypothesis.
3. Understand current academic literature on children and computer-mediated communication, particularly in the areas of intellectual and social development.
4. Analyse the social and psychological uses of the Internet by young people and their associated effects.
5. Evaluate issues concerning creating and re-creating online identity.
6. Understand and assess the process and impact of connected learning (e-learning).
7. Understand legal and ethical perspectives on social control, privacy, freedom of expression and digital democracy.

Course Contents:

- Computers in communication: from analogue to digital transmission
- Technical and social attributes of computer-mediated communication
- Children in Cyberspace
- Social and psychological uses of the Internet by young people
- The impact of Internet use on youth's sociability (in Cyprus)
- On-line identity and deception
 - Introducing identity
 - Young people and posting identities
 - Producing sites and exploring identities
 - Consumer citizens online
- Connected learning in the digital age
- Law and regulations
 - Digital democracy and social control
 - Freedom of expression, privacy and social vulnerability
 - Ethical perspectives and professional responsibilities

Teaching Methods:

Lectures with audio/visual aids, Case Studies, Group discussions and exercises, Student presentations and assignments.

Assessment Methods:

Homework, Project, Tests and Final exam.

Required Textbook:

Authors	Title	Publisher	Year	ISBN
Shyles, L. C.	Deciphering Cyberspace: Making the Most of Digital Communication	Sage	2003	978-0761922209

	Technology			
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Recommended Reading:

Authors	Title	Publisher	Year	ISBN
Jenkins, H.	Convergence Culture: Where Old and New Media Collide	NYU Press	2006	978-0814742815
Silverstone, R.	Media, Technology and Everyday Life in Europe: From Information To Communication	Ashgate Publishing	2005	978-0754643609