



Course Syllabus

Course Code COMM-384	Course Title Digital Media and Youth Culture	ECTS Credits 6
Prerequisites None	Department Communications	Semester Fall
Type of Course Required	Field Communications and Public Relations and Advertising	Language of Instruction English
Level of Course 1 st Cycle	Lecturer(s) Dr. Tao Papaioannou	Year of Study 2 nd , 3 rd
Mode of Delivery Conventional (Face-to-face)	Work Placement None	Corequisites None

Course Objectives:

The main objectives of the course are to:

- offer an overview of Internet-based digital media technologies with a strong emphasis on their communication functions, their effects on traditional communication contents and processes and media convergence
- analyze the social, cultural and political impact of digital media on people, particularly young people, organizations and society as a whole
- examine the many and varied policy issues that grow out of the development and use of new communication technologies among youth such as networked society and networked individualism, youth digital literacies and education, learning in digital environments, youth on-line identity and privacy, digital technology and entertainment and law and regulations

Learning Outcomes:

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

1. describe and assess the social attributes of various types of digital communication practices
2. discuss current academic literature on children and social media, particularly in the areas of intellectual and social development
3. analyze the social and psychological uses of the Internet including social media by young people and their associated effects
4. identify issues concerning creating and re-creating online identity, friendship and intimacy
5. analyze the concept of digital media literacy and its impact on youth education
6. describe the changing nature of youth citizen identity
7. assess the process and impact of connected learning (e-learning)
8. assess the role of digital technology in entertainment
9. compare legal and ethical perspectives on social control, privacy, freedom of expression and digital democracy

Course Content:

- The young and the digital: The challenges of understanding digital media and youth
- Digital migration among youth and their media ecology
- Social and psychological uses of social media by children and young people
 - Online friendship and intimacy
 - Development and presentation of online identity
- The impact of Internet use on youth in the EU and Cyprus
 - Youth sociability
 - Youth developing identities and Facebook
 - Internet addiction
- Digital media literacies and social media
- Media education and pedagogical concerns and challenges
- The role of digital media in social games and entertainment
- Connected learning in the digital age (e-learning)
- Civic and political engagement among youth
- Law and regulations
 - Digital democracy and social control
 - Freedom of expression, privacy and social vulnerability
 - Ethical perspectives and professional responsibilities

Learning Activities and Teaching Methods:

Lectures with audio/visual aids, case studies, group discussions and exercises, assignments and reading material

Assessment Methods:

Tests and Group Project

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Hanging Out, Messing Around, and Geeking Out: Kids Living and Learning with New Media	Ito, M.	MIT	2009	978-0262013369
Worried About the Wrong Things: Youth, Risk, and Opportunity in the Digital World	Vickery, J.R.	The MIT Press	2017	978-0262036023

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Mediated Youth Cultures: The Internet, Belonging and New Cultural Configurations	Bennett, A.	Palgrave Macmillan	2014	978-1137287014
Risk and safety on the internet: The perspective of European children. Full findings.	Livingstone, S., Haddon, L., Görzig, A., and Ólafsson, K.	London: LSE.	2011	Available at www.eukinsonline.net