



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code COMM-531	Course Title Computer-mediated Communication	Credits(ECTS) 10
Department Communications	Semester Spring	Prerequisites None
Type of Course Required	Field Communication	Language of Instruction English
Level of Course 2 nd Cycle	Year of Study 2	Lecturer(s) Dr. Tao Papaioannou

Objectives of the Course:

The main objectives of the course are to:

understand CMC as communication between people using applications such as e-mail, instant messaging, newsgroups, chat rooms, online social network sites and 3D virtual worlds

analyzes CMC practices and social formations that emerge when people use these applications provide a comprehensive and detailed examination of the field of public relations

assess current academic literature on the social, psychological, cultural, political and philosophical effects of existing and emerging CMC on individuals, particularly young people, and society

Learning Outcomes:

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

1. Assess the technical attributes and functionalities of various CMC applications and their first-level effects
2. Analyze current and emerging theories on the social and psychological effects of various CMC applications
3. Use and apply the concept of media convergence
4. Understand and assess current academic literature on (Cypriot) youth and computer-mediated communication, particularly in the following areas:
 - a. Young people's sociability
 - b. Young people's cognitive and affective development
 - c. Exploring identities and social network sites

- d. Young people and civic (dis)engagement
- e. Digital media and civic education
- f. Changing citizenship in the digital age and youth E-citizenship
- 5. Analyze and apply the concepts of online political discourse and digital democracy
- 6. Assess current research on individual participation in society through digital media

Course Contents:

Historical context of CMC: technical attributes of various CMC systems and their first-level effects
 Social and psychological effects of CMC: Social presence theory, media richness theory and lack of social context cue hypothesis
 CMC and the design of group/organizational interactions: Social network analysis
 Media convergence
 (Cypriot) Youth and Internet uses
 Young people’s sociability
 Young people’s cognitive and affective development
 Exploring identities and social network sites
 Young people and civic (dis)engagement
 Digital media and civic education
 Changing citizenship in the digital age and youth E-citizenship
 Digital democracy: intersections of practice, policy and the marketplace

Learning Activities and Teaching Methods:

Lectures with audio/visual aids, Case studies, Group discussions and exercises, Student presentations and Assignments

Assessment Methods:

Research Projects

Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
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Recommended Textbooks/ Reading:

Authors	Title	Publisher	Year	ISBN
Bennett, W. L.	Civic life online	The MIT Press	2008	978-0-26252482-7

Buckingham, D.	Youth, identity and digital media	The MIT Press	2008	978-0-26252483-4
Jenkins, H.	Convergence culture	New York University Press	2006	978-0-81474281-5
Smith, M. A. and Kollock, P.	Communities in cyberspace	Routledge	1999	978-0-41519140-1