



Course Syllabus

Course Code	Course Title	ECTS Credits
MCOM-501	Digital Media Innovation and Social Transformation	10
Prerequisites	Department	Semester
None	Communications	Fall
Type of Course	Field	Language of Instruction
Required	Communications	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Tao Papaioannou	1 st , 2 nd
Mode of Delivery	Work Placement	Corequisites
Conventional (Face-to-face)	N/A	None

Course Objectives:

The main objectives of the course are to:

- Identify and assess different approaches to digital media including social media, mobile technologies and 3D virtual worlds
- Analyze new media practices and social formations that emerge when people use these applications
- Explore the psychological, social, cultural, political and philosophical effects of emerging e-tivities on individuals, particularly young people, and the transformation of society
- Assess main positions of important theorists of technological innovation and media
- Evaluate the relationship between technology, media, individuals 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 digital communication applications and their first-level effects
2. Critique new media practices and social formations
3. Analyze current and emerging theories on the social and psychological effects of new media
4. Examine current academic literature on individuals (Cypriots) and new media practices, particularly in the following areas
 - Exploring identities and social networking sites
 - Media literacy and social media

- Young people and civic (dis)engagement
 - Digital media, protest culture and the global financial crisis
 - Games, gaming and learning
5. Assess the relationship between technology, media, individuals and society
 6. Evaluate emerging trends in individual participation in society through digital media

Course Content:

- Historical context of digital media: technical attributes of various digital communication applications and their first-level effects
- Social and psychological effects of digital media: Social presence theory, media richness theory and lack of social context cue hypothesis
- Digital media and the design of group/organizational interactions: Social network analysis
- Technologies, media and society
- Globalization and new media
- Political economy and new media
- Consumption and digital divides
- Individuals and digital media
 - Exploring identities and social network sites
 - Media literacy and social media
 - Changing citizenship in the digital age and protest culture
 - Games and learning
- Mobile media and everyday life
- The future of digital media

Learning Activities and Teaching Methods:

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

Assessment Methods:

Presentation and Research Paper

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Understanding new media	Siapera, E.	Sage	2011	978-1848607798

Media representations of anti-austerity protests in the EU: Grievances, identities and agency	Papaioannou, T and Gupta, S.	Routledge	2018	978-1138685932
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Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Media & culture: Mass communication in a digital age	Campbell, R., Martin, C.R. and Fabos, B.	Bedford	2016	9781457668746