Course Syllabus

Course Code	Course Title	ECTS Credits
MCOM-503	Digital Media Content	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**
2nd Cycle	Dr. Mike Hajimichael	1st
Mode of Delivery	**Work Placement**	**Corequisites**
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:
- Understand digital transformations in media, culture and society from different theoretical and conceptual perspectives
- Apply these concepts to a wide variety of existing and new media content and forms

Learning Outcomes:

After completion of the course students are expected to be able to:
1. Have an in-depth understanding of the width and depth of digital media content with regard to the complexity of the international digital media and creative industries with reference specifically to popular music, digital currencies, radio and fake news production.
2. Understand the different tools and uses of digital media content
3. Apply different methodological approaches to studying how audiences connect, create, shape/make and influence digital media content.

Course Content:

- Introduction to Course, objectives, outline, discussion
- Theoretical approaches overview – the power of the audience/the power of the media
- The extent of digital media and how things have changed

- Making Is Connecting – the power of creativity
- Developments in Radio with regard to digital media
- The impact of digital tools and content on music production, consumption and sharing
- Fake News and digital media content
- Digital Currency as a unique for digital content
- Presentation by students on the impact of digital media (PowerPoint)
- Research by students planning & organization
- Research implementation
- Research data analysis
- Presentation of research findings

Learning Activities and Teaching Methods:

Interactive lectures, discussions, presentations

Assessment Methods:

Evidence of research data, presentation to class, and written project

Required Textbooks / **Readings:**

Title	Author(s)	Publisher	Year	ISBN
Making Is Connecting	Gauntlett, D	Polity	2011	978-0745650029

Recommended Textbooks / **Readings:**

Title	Author(s)	Publisher	Year	ISBN
Youth, Identity, And Digital Media	Buckingham, D	MIT Press	2007	978-0262524834
Public Spheres and Mediated Social Networks in the Western Context and Beyond	Iosifides, P & Wheeler, M	Palgrave	2016	978-1137410290