



DIGITAL MEDIA AND SOCIETY

AI SYLLABUS

Digital Media and Society

Course Description:

The Digital Media and Society course provides students with a comprehensive understanding of the role of digital media in shaping contemporary society. The course explores the impact of digital media on communication, culture, politics, and business, with a focus on key topics such as social media, digital advertising, online communities, and privacy. Through readings, discussions, and assignments, students will develop critical thinking skills and gain a deeper understanding of the ethical, legal, and social implications of digital media use.

The course covers a range of theoretical perspectives on digital media, including sociological, psychological, and cultural approaches. It also provides students with practical skills in researching, analyzing, and communicating about digital media and society. By the end of the course, students will have a thorough understanding of the ways in which digital media shape our lives and our society, and the skills to navigate and critically evaluate the digital landscape.

Course Goals:

- Develop a critical understanding of digital media and its impact on society
- Explore key issues related to social media, digital advertising, online communities, and privacy
- Understand the ways in which digital media influence communication, culture, and politics
- Analyze the ethical, legal, and social implications of digital media use
- Develop skills in researching, analyzing, and communicating about digital media and society

Course Outline:

Week 1: Introduction to Digital Media and Society

1. Overview of course topics and goals
2. History and evolution of digital media
3. Key concepts and terminology

Week 2: Social Media and Society

1. The impact of social media on communication and relationships
2. Social media and politics
3. Online activism and social movements

Week 3: Digital Advertising and Society

1. The history and development of digital advertising
2. The impact of digital advertising on consumer behavior and culture
3. The ethics of digital advertising

Week 4: Online Communities and Society

1. The nature and role of online communities
2. Community formation and maintenance
3. The benefits and drawbacks of online communities

Week 5: Privacy and Society

1. The importance of privacy in the digital age
2. The impact of data collection and surveillance on privacy
3. Ethical and legal issues related to privacy

Week 6: The Future of Digital Media and Society

1. Emerging trends in digital media
2. The potential benefits and drawbacks of new technologies
3. Ethical and social implications of new technologies

Required Readings:

1. [The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power by Shoshana Zuboff](#)
2. [Convergence Culture: Where Old and New Media Collide by Henry Jenkins](#)
3. [The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think by Eli Pariser](#)
4. [The Attention Merchants: The Epic Scramble to Get Inside Our Heads by Tim Wu](#)
5. [The Internet of Us: Knowing More and Understanding Less in the Age of Big Data by Michael Lynch](#)

Course Assignments:

1. **Social Media Analysis:** Students will analyze and critique the use of social media by a particular organization, individual or community. The analysis will consider factors such as audience engagement, content strategy, and ethical considerations. Students will present their findings and recommendations to the class.
2. **Digital Advertising Campaign:** Students will work in groups to develop a digital advertising campaign for a product or service. The campaign will include target audience research, messaging strategy, and media planning. Students will present their campaign to the class and receive feedback from their peers.
3. **Online Community Building:** Students will develop a plan for building and managing an online community around a specific topic or interest. The plan will include considerations such as community guidelines, content strategy, and engagement tactics. Students will present their plan to the class and receive feedback from their peers.
4. **Privacy Analysis:** Students will analyze the privacy policies and practices of a popular digital service or platform. The analysis will consider factors such as data collection, data usage, and user consent. Students will present their findings and recommendations to the class.
5. **Final Project:** Students will undertake a research project on a topic of their choosing related to digital media and society. The project will include a literature review, data analysis, and recommendations for future research or action. Students will present their findings in a final presentation and submit a written report.

Classroom Policies:

- Attendance and participation are expected and will be factored into the final grade
- Late submissions will be penalized
- Plagiarism will not be tolerated and will result in a failing grade
- Classroom discussions should be respectful and constructive

Course Resources:

- Access to required readings and additional resources will be provided through the course syllabus and online course platform

- Students will have access to online tools for research and analysis
- The instructor will provide additional resources and support as needed throughout the course.