

GCIN2020

New Media and Social Media

Course Syllabus (Revised version under the practice of online classes)

IV.7 20200220

Fridays, 15.30–17.20 pm (Class A)

Semester 2, 2019–20

Venue: MB237

Elective | Credits: 6

Teacher: Dr. Wai-Kwok Benson Wong (bkwong@connect.hku.hk)

Global Creative Industries Programme

School of Modern Languages & Cultures

The University of Hong Kong

REMINDER: (1) All revisions of this course syllabus will be highlighted in yellow for ease of identification. (2) All announcements about this course will be made and disseminated through Moodle. You are advised to check Moodle regularly to acknowledge the latest information apart from accessing the materials and submitting the essay. (3) To avoid the unnecessary misunderstanding, you are strongly encouraged to consult the teacher in the event of queries or doubt about the course requirements. (4) When emailing, subject of your message must begin with the course code [GCIN2020].

Description

Digitalization has become a central part of consumer life and the business world. Our economy, society and culture are being significantly shaped by the development of digitalization and the Internet. Nowadays, new media and social media have become two very important pillars of marketing and management practices for both consumer and business, from hiring to reputation management to customer service. Different forms of new media, including QR codes, Facebook page, Google+, Pinterest and Amazon, etc. are dramatically changing creative processes, technological development, value chains, buying behavior and customer service in our society. The course aims to provide students with an insight into how new media and social media affect consumers and the society, as well as the cultural and organizational dynamics of the business world.

Prerequisites: Nil

Aims and Objectives / Intended Learning Outcome (ILO)

Upon successful completion of this course, students should be able to:

- (1) Familiarize with the features of new media and social media.
- (2) Examine the impact of new media and social media on the modes of business and cultural production.
- (3) Analyze the impact of new media and social media on social relations.
- (4) Feature the process of creativity via new media and social media.

Assessment

The continuous coursework assessment (100%) covers the following items:

- (1) **Two** individual assignments: **55%** (= 25% + 30%)
- (2) Individual Essay: **45%**

(1) Students are required to complete *two* written assignments of 1,000 (+500) words based on the designated topic shown on page 5. Late submission will **not** be accepted.
Assignment #1 (25%): Deadline: **10 March 2020 (Tuesday)**.
Assignment #2 (30%): Deadline: **7 April 2020 (Tuesday)**.

(2) Individual Essay: Select any *one* topic on page 6 of this course syllabus and then write an essay of about 2,500 (+300/-200) words. Deadline: **30 May 2020 (Saturday)**.

Plagiarism is a serious academic offence and will be severely punished.

Class Schedule

During class, I will introduce and explain the major concepts and themes in relation to new media and social media. Relevant cases from local and global contexts are chosen for illustration. In approaching the subject matter, attention will be paid upon the origins, features, developments and impacts of different forms of new media and social media with reference to the changing political, social, economic and / or cultural contexts. *Topics and contents coverage can be adjusted based on the actual progress.*

(24 January & 31 January) *University Holiday for the Lunar New Year (Kung Hei Fat Choy!)*

(7 February) Course Requirements and Our Expectations

Topic 1: Introduction: Approaching new media and social media

- Dewdney, Andrew and Peter Ride, *The New Media Handbook*. New York: Routledge, 2006, Chapter 2.
- Fuchs, Christian (FC), *Social Media: A Critical Introduction*. London: SAGE, 2014, Chapters 1 and 2.

(14 February)

Topic 2: Social media as participatory culture

- FC, Chapter 3.

(21 and 28 February) **RECESS. Online class meetings suspended**

(6 March)

Topic 3: Social media and communication power

- FC, Chapter 4.
- Manovich, Lev, "New Media from Borges to HTML", in Noah Wardrip, Nick Montfort ed., *The New Media Reader*. London: The MIT Press (2003), pp. 13-25.

(13 and 20 March)

Topic 4: Social media and consumption

- Barcelos, Renato-Hubner and Carlos Alberto Vargas Rossi, "Paradoxes and Strategies of social media consumption among adolescents", *Young Customers*, Vol. 15, No. 4 (2014), pp. 275-295.
- Bergström, Annika & Maria Jervelycke Belfrage, "News in Social Media: Incidental consumption and the role of opinion leaders," *Digital Journalism*, Vol. 6, No. 5 (2018), pp. 583-598.

(20 and 27 March)

Topic 5: Social media and emotion

- Sampson, Tony, Stephen Maddison and Darren Ellis, *Affect and Social Media*. Lanham: Rowman and Littlefield, 2018, Chapters 1, 3, 6, 11 & 16.
- Brown, Jessica, "Is Social Media bad for you? The evidence and the unknowns", BBC Future, 5 January 2018, <https://www.bbc.com/future/article/20180104-is-social-media-bad-for-you-the-evidence-and-the-unknowns>.

(27 March and 3 April)

Topic 6: Social media and marketing

- Heggde, Githa and G. shainesh ed., *Social Media Marketing: Emerging Concepts and Applications*. Singapore: Palgrave Macmillian, 2018, Chapters 1 and 2.
- Tse, Tony S.M. and Elaine Yulan Zhang, "Analysis of Blogs and Microblogs: A Case Study of Chinese Bloggers Sharing their Hong Kong Travel Experiences", *Asia Pacific Journal of Tourism Research*, Vol. 18, No. 4 (2013), pp. 314-329.

(10 April) *Good Friday: class suspended*

(17 and 24 April)

Topic 7: Social media and creativity

- Miller, Gretchen M., *The Art Therapist's Guide to Social Media: Connection, Community and Creativity*. New York: Routledge, 2017, Chapter 7.
- Hunsinger, Jeremy and Theresa M. Senft, *The Social Media Handbook*. New York: Routledge, 2013, Chapter 4.

(1 May) *Labour Day: class suspended*

(8 May)

Topic 8: Wrap-up: Concluding Remarks and reflections

(15 May) Consultation session

(30 May, @/ < 23:59pm): Online submission of individual essay through Turnitin under Moodle

In case of resuming face-to-face classes, lectures and consultation session will be conducted at the designated venue of this course: MB237.

(1) Individual Assignments
(55% of the subject mark)

Complete **two** assignments of about 1,000 (+500) words based on the designated topic. Visual data drawn from the Internet can be employed for illustration and interpretation if relevant. You are required to make an online submission under Moodle. Late submission is NOT accepted. Citations and referencing must be made. Plagiarism will be severely penalized.

Assignment #1 (25%)
Deadline: 10 March 2020 (Tuesday)

How new media and social media connect with and reconstruct our reality? Explain your view with reference to either the outbreak and widespread of Novel Coronavirus 2019 or the protests arising from the anti-extradition law since June 2019?

Assignment #2 (30%)
Deadline: 7 April 2020 (Tuesday)

Select any **one** of the following concepts/terms covered in this course and explain how the chosen ones can be in place and/or in impact under new media and social media relating to either the outbreak and widespread of Novel Coronavirus 2019 or the protests arising from the anti-extradition law since June 2019.

- Participative culture
- Communicative power
- Consumption
- Creativity
- Emotion

FORMAT FOR SUBMISSION: Use your **University Number** to name your file. Turnitin only accepts the file in either **pdf** or **docx** (Microsoft Word). Those using Pages under Mac must export the file into the aforesaid file format.

(2) Individual Essay
(45% of the subject mark | Deadline: 30 May 2020 [Saturday])

Choose any one of the below topics and then write an essay of about 2,500 (+500/-200) words.

You are reminded of observing the university's regulations in regard to the academic honesty. Plagiarism is severely penalized, especially the reuse of the old essays from this or similar courses in the past. A failure grade will be assigned accordingly.

In approaching the topic, keywords and key terms should be defined briefly before proposing your arguments. Aspects, themes and/or questions covered in the entire topic should be addressed thoroughly. Features of the chosen keyword(s) or term(s) can be useful for structuring your essay. All arguments should be substantiated with relevant evidence or examples. For illustration and substantiation (*not decoration!*), you can capture and attach visual images with acknowledging the source.

For data collection, a small-scaled questionnaire survey (N=/ <25), interviews (N=/ <2) and/or site visits (fieldwork) may be considered and deployed apart from library and/or online searching.

In online submission, use the following format to name your file: [University Number]-[Topic #] (e.g., 3035777199-T2.pdf)

Topic 1

With regard to the development of new media, the following assertions have been made: (i) the new media has gradually replaced the traditional (or mainstream) media*, (ii) the new media reinforces the existing mainstream media as a part of being "mainstream", or (iii) the traditional (or mainstream) media is still dominant despite the expansion of the new media. Which assertion do you agree with? Discuss by proposing one case, such as commercial advertisement, promotion of significant/festive/social or political events/celebrities, media corporation, circulation of controversial issues.

*Television, radio, newspapers, magazines, outdoor advertising.

Topic 2

"Social media can be more radical and perhaps revolutionary than the mainstream (traditional) media in the light of creativity, aesthetics and values". Discuss this statement by proposing one case, such as commercial advertisement, promotion of significant/festive/social or political events/celebrities, circulation of controversial issues.

Topic 3

In producing and circulating attraction or emotion, social media seems to be the most powerful agent. Propose one case, explain (a) how different platforms of social media have been used to produce and circulate attraction or emotion and on the specific theme or topic. (b) Select any two meaningful observations within the same theme or topic, explain the usefulness and effectiveness of social media in constructing and (re-)producing the specific cultural meanings on it. (c) What are the premises behind the meaning (re-)construction project?