LSPR Communication & Business Institute

Subject Syllabus

Subject Code	**:** BDM12
Subject Title	**:** Social Media Activism
Subject Specification	**:** For students in Broadcasting & Digital Media Communication Major
Subject Overview	**:** This subject examines the digital media technologies and social media that are at the center of much of our communication, entertainment, and social lives today, exploring both the uses of those technologies and its impacts on culture and society. The purpose of this subject is also to explore the trajectory of digital and social media development, focusing especially on understanding about digital and social media, technology trends, sociality, and society, and to establish both theoretical and experiential foundations in regarding relationship between computer mediated communication and human community

Course Objectives **:**

1. Understand contemporary contexts for digital and social media use/consumption, production, and distribution.
2. Learning about developments of digital and social media and understand how digital media differ from traditional media, both technically and in their social influence.
3. Understand how to use digital media to create and convey a message; develop knowledge of several digital and social media tools and applications.
4. To think in new ways about how information and culture are shared and organized within digital and social media.

Course Method **:** Discovery Learning, Collaborative Learning, Small Group Discussion

Learning Outcome (Competence) **:**

Knowledge : 30%
Skill : 40%
Attitude : 30%

Course content :

Week	Topic
1	Introduction
2	Digital Media
3	Digital Cultures
4	Presentation & Discussion (Media Gatekeeping & Powerful Media)
5	Gender Representation in Films and News
6	Gender Representation in Advertising
7	Gender Representation in Magazines
8	**Mid Term Examination**
9	Music & Pop Culture
10	Presentation & Discussion (Music & Pop Culture)
11	Political Economy of Media (communication)
12	Presentation & Discussion (Political Economy of Media)
13	Computer-Mediated Communication;
14	Uses & Gratification
15	Presentation & Discussion (CMC & Uses & Gratification)
16	**Final Examination**

Grading System :

In the Letter Grade System, the quantitative grades mean:

Grade	Symbol	Conversion Value
90 – 100	A	4.0
85 – 89.99	A-	3.7
80 – 84.99	B+	3.3
75 – 79.99	B	3.0
70 – 74.99	B-	2.7
65 – 69.99	C+	2.3
60 – 64.99	C	2.0
50 – 59.99	C-	1.7
40 – 49.99	D	1.0
< 40	E	0

Course Evaluation :

As a general rule, students are evaluated based on the following criteria:

Final Examinations	35%
Mid-term Examinations	25%
Coursework & Assignments	30%
Attendance	10%
TOTAL	100%

Scheme of Work :

Session	Title/Topic	Area Discussion	Activities
1	Introduction	• The Information Society vs Network Society • Computer Mediated Communication • Media Convergence • Technology Trends Today	Discovery Learning
2	Digital Media	• What is Digital Media? • Analog vs Digital Media • Development of Digital Media • Impacts of Digital Meda	Discovery Learning
3	Digital Cultures	• Life in Cyberspace • Cybercultures and Cybernetics • Identities and Communities Online	Discovery Learning
4	Social Media	• What Is Social Media? • Peer-to-peer Network • Social Media and Web 2.0	Discovery Learning
5	Social Media Ecosystem	• Social Media Categories • Overview of Social Media Tools	Discovery Learning
6	Social Media Tools 1	• Social Networks • Video and Audio Sharing • Podcasting & Livecastng • Microblogging • Aggregators & RS	Discovery Learning
7	Social Media Tools 2	• Virtual Worlds (Second Life, etc) • Search Tools (Google, Yahoo) • Gaming • Mobile and Interpersonal Tools (Messenger, Skype)	Discovery Learning
8	**Mid Term Test**		
9	Social Media Strategy	• Four Pillars of Social Media Strategy • SWOT Analyses of Social Media	Discovery Learning

		• ACCESS Models for Social Media Strategy	
10	The Potential of Online Networks	• Virtual Communities and Social Media • Designing and Maintaining Online Communities	Discovery Learning
11	Digital Journalism, Civic Media, and Participatory Literacies	• Online Journalism • Civic Media/Citizen Journalism • Public Sphere on the Internet	Discovery Learning
12	Impacts of Social & Digital Media 1	• Identity in Social Networking Sites • Virtual Community & Real Life • Ownership, Online Piracy, Plagiarisms & Copyrights	Discovery Learning
13	Impacts of Social & Digital Media 2	• Fan Cultures & Fan Production • New Form of Production • Ad-hoc Social Networks	Discovery Learning
14	E-Regulations & Nettiquettes	• Discussion	Collaborative Learning; Small Group Discussion
15	The Future Development of Digital and Social Media	• Discussion	Collaborative Learning; Small Group Discussion
16	**Final Examination**		

Midterm Exam Guideline : Written Test
Final Exam Guideline : Paper Submission

References :

1. Common Craft (2008). *Social media in plain English*. Retrieved January 31, 2009 from http://www.commoncraft.com/socialmedia
2. Ellison, N., Steinfield, C., and Lampe, C. (2007). The benefits of Facebook "friends:" Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication, 12 (4)*. Retrieved January 14, 2009 from http://jcmc.indiana.edu/vol12/issue4/ellison.html
3. Gillmor, D. (2008). *Principles for a new media literacy*. Retrieved January 31, 2009 from http://citmedia.org/blog/2008/12/27/principles-for-a-new-media-literacy/
4. Pew Internet & American Life Project, "Social Networking Websites and Teens," danah boyd, "Facebook's Privacy Trainwreck," and Clive Thompson, "Brave New World of Digital Intimacy"

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