

COURSE OUTLINE

(1) GENERAL

SCHOOL	SOCIAL SCIENCES		
ACADEMIC UNIT	SOCIOLOGY		
LEVEL OF STUDIES	UNDERGRADUATE		
COURSE CODE	POKK355	SEMESTER	6th and over
COURSE TITLE	Sociology of the Internet (seminar)		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	SKILLS DEVELOPMENT (seminar)		
PREREQUISITE COURSES:	Courses around the issues of media (EPIK251, MMEK254, PLHK253)		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	GREEK		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBSITE (URL)	students-web (https://student.cc.uoc.gr/main.asp), moodle (https://elearn.uoc.gr/course/) και socmedia (http://sociology.soc.uoc.gr/socmedia/)		

(2) LEARNING OUTCOMES

Learning outcomes <i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i>
<p>Having successfully completed this seminar the students will be able to:</p> <ul style="list-style-type: none"> ● Address the social origins of new media and more specifically the internet. ● Understand the historical, economic, cultural and political context to the development of new media and new media studies. ● Understand the nature of the transformation of traditional media to new digital media and their impact on postmodern societies. ● Assess the ways in which people interact with new media, the changing methods of production, distribution within the media industry and how the traditional media have influenced the development of new media and vice versa (the influence of new digital technologies on traditional media).

- Compare and critically discuss different theoretical approaches for the interpretation of diverse forms of technology, communication, and media.
- Explore the contexts in which computer technology (ICT) and new digital media (and more specifically internet and social media) operate within societal contexts (media landscape, globalization, ethnotopia etc)
- Study new media language and new media texts. The analysis of the content of digital media texts, using appropriate media terminology, gives students the ability to understand how meanings are created in discourse.
- Develop advanced critical thinking concerning the newness of 'new media' such as internet, dvd, social media, digital television etc.
- Understand their own relationship with the digital media in order to act as 'critical, active, informed and responsible citizens'

General Competences

Students will:

- be competent in working independently
- Assess empirical evidence supporting/questioning certain theoretical positions
- have respect for social difference and multiculturalism
- show social, professional and ethical responsibility and sensitivity to gender issues
- be competent in the production of free, creative and inductive thinking
- be competent in critical questioning and analysis and the production of new research ideas
- Know how to make connections among apparently disparate forms of knowledge.
- Contribute to group discussions
- Reflect on their own social background in a theoretically informed manner

(3) SYLLABUS

The purpose of the seminar is to increase knowledge and understanding of the importance of digital media and especially the internet in the post-modern era and to examine this topic from a critical perspective. Special emphasis is given to the social, political ideological and cultural, dimensions of a series of transformations - as new forms of entertainment, new venues for political debate, and new models of online journalism, etc. Moreover the seminar will interrogate how the cultural landscape has changed in relation to media and information technologies, how it shapes our understanding of ourselves, our community, and our world, how broadcast media and traditional publishing are converging with networked computing, and what implications these changes may have for society, politics, and culture. It will focus on cases drawn from new, information-based media - online news, blogs, Wikipedia, YouTube, Facebook, social networking applications, video gaming, etc - but will

examine them so as to understand the underlying relationship between media and society.

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face to Face	
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT in teaching , communication with student	
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i>	Activity	Semester workload
	Lectures	20
	Seminars	30
	study and analysis of bibliography	20
	project	30
	essay writing	50
	Total	150
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i>	GREEK – Oral presentation and written assignment. In the seminar students are required to research and study in depth a particular theme within an defined subject area, present on it in class, and finally, submit a term paper on the given theme at the end of the semester. Assignments and examinations’ language for Erasmus students: English and/or French.	

(5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Barry, A. M. (1997) *Visual Intelligence: Perception, Image, and Manipulation in Visual Communication*, New York, State University of New York Press.
- Castells, M. (2004) *The Network Society: A Cross-Cultural Perspective*, Edward Elgar Publishing.
- Cohen, R. & Rai, S. M. (2000) *Global Social Movements*, London and New Brunswick, N.Jersey, The Athlone Press. Κωδικός: HN 17.5 G568 2000.
- Dicks, B., Mason, B., Coffey, A. J. & Atkinson, P. A. (επιμ.) (2005) *Qualitative Research and Hypermedia: Ethnography for the Digital Age (New Technologies for Social Research series)*. London, Sage Publications Ltd.
- Fortunati, L., Katz, J. E. & Riccini, R. (επιμ.) (2003) *Mediating the Human Body: Technology, Communication, and Flash*. Mahwah, New Jersey- London, LAWRENCE ERLBAUM ASSOCIATES, PUBLISHERS
- Grabe, M. E. & Bucy, E. P. (2009) *Image Bite Politics: News and the Visual Framing of Elections*, Oxford University Press, USA.

- Harries, D. (επιμ.) (2002) *The New Media Book*. London, British Film Institute.
- Hillis, K. (2009) *Online a Lot of the Time: Ritual, Fetish, Sign*, Duke University Press.
- Ibarra, P. (2003) *Social Movements and Democracy*, New York, Pargrave MacMillan.
- Jones, S. (1997) *Virtual Culture: Identity and Communication in Cybersociety*, London, Sage Publications Ltd.
- Jones, S. (επιμ.) (1998) *Doing Internet Research: Critical Issues and Methods for Examining the Net*. London, Sage Publications, Inc.
- Khargram, S. & Et Al. (επιμ.) (2002) *Transnational Social Movements, Networks, and Norms*. Minneapolis, Minn., University of Minnesota Press.
- Martínez Alemán, A. M. & Wartman, K. L. (2009) *Online Social Networking on Campus : Understanding What Matters in Student Culture*, New York & London, Taylor & Francis Routledge.
- Mattelart, A. (2002) *Networking the World, 1794-2000*, London, Sage.
- Mitchell, C. (2002) *Researching Children's Popular Culture: The Cultural Spaces of Childhood*, Λονδίνο, Routledge.
- Robins, K. (1996) *Into the Image: Culture and Politics in the Field of Vision*, London, Routledge.
- Robins, K. & Webster, F. (1999) *Times of the Technoculture: from the Information Society to the Virtual Life*, London, Routledge.
- Scott, J. P. (1991 2nd edition (March 2000)) *Social Network Analysis: A Handbook*, London Sage Publications Ltd.
- Smith, K., Moriarty, S., Barbatsis, G. & Kenney, K. (επιμ.) (2004) *Handbook of Visual Communication; Theory, Methods, and Media*. New Jersey, Lawrence Erlbaum Associates Inc, US.
- Smith, M. A. (2001) *Communities in Cyberspace*, London, Routledge.
- Von Feilitzen, C. & Bucht, C. (2001) *Outlooks on Children and Media*, Thessaloniki, IOM, NORDICOM.
- Waterman, R. W., Clair, G. K. S. & Wright, R. (επιμ.) (1999) *The Image Is Everything Presidency: Dilemmas In American Leadership. Dilemmas in American Politics*, Boulder Colorado, Oxford UK, Westview Press, Oxford University Press, USA.
- Webster, F. (επιμ.) (2001) *Culture and Politics in the Information Age. A New Politics?* London, Routledge.
- Webster, F. (2002) *Theories of the Information Society*, London, Routledge.

Related academic journals:

- New Media and Society
- Media, Culture and Society
- Social Media + Society
- Mobile Media & Communication
- Social Networks
- Online Social Networks and Media
- Journal of Social Media Studies
- The Journal of Social Media in Society
- Journal of Internet Social Networking and Virtual Communities
- Social Networking.