

COURSE OUTLINE

(1) GENERAL

SCHOOL	Social Sciences		
ACADEMIC UNIT	Department of Sociology		
LEVEL OF STUDIES	Undergraduate		
COURSE CODE	MMEK 256	SEMESTER	6th
COURSE TITLE	Communication & New Media		
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
Lecture		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>	Specialised general knowledge, skills development lecture		
PREREQUISITE COURSES:	-		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	Please check out the module in the course catalogue of the division		

(2) LEARNING OUTCOMES

A. 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> <i>Consult Appendix A</i> <ul style="list-style-type: none"> <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i> <i>Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i> <i>Guidelines for writing Learning Outcomes</i>
A.1. Knowledge and theoretical understanding

After the completion of the module students are expected to:

- A.1.1.** Understand the various theoretical approaches to new media and technology, as well as the key issues they raise.
- A.1.2.** Apply these approaches in interpreting contemporary phenomena.
- A.1.3.** Recognize the social, political, and ideological dimensions of different discourses on technology, and understand their connections to neoliberalism, consumerism, and flexible economic models such as the gig economy.

A.2. Cognitive competencies

After the completion of the module students are expected to:

- A.2.1.** Understand various conceptual binaries (such as radical change/continuity, material/digital, human/artificial, etc.) and employ them analytically.
- A.2.2.** Recognize the role of new media in shaping social change and everyday life.
- A.2.3.** Comprehend the contradictions, ethical dilemmas, risks, and responsibilities brought about by the development of new technologies.

B. General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
.....
Others...
.....

B.1. Practical and professional competencies

After the completion of the module students are expected to:

- B.1.1.** Work autonomously towards gaining a clear grasp of the material and/or the completion of an academic essay.
- B.1.2.** Collaborate effectively to achieve the learning objectives of the course.
- B.1.3.** Critically employ the literature for the production of original ideas within an interdisciplinary context.

B.2. Transferable skills

After the completion of the module students are expected to:

- B.2.1.** Participate in the production of independent, creative and inductive thinking.
- B.2.2.** Demonstrate social, professional and moral responsibility regarding gender, sexuality, race, culture and diversity in general.
- B.2.3.** Employ the knowledge gained from the course in the understanding of the social world.

(3) INDICATIVE CONTENT

This module explores the social and cultural dimensions of new technologies within real-life contexts. We will examine various aspects of new media and their social and political impact, focusing on key concepts such as interactivity and simulation, mediation and remediation, cybernetics and cyberculture, artificial life, and artificial intelligence. We will discuss these topics in relation to everyday life, media and communication, consumer culture, social rights, and the formation of identities. **(Please find the detailed syllabus in the course webpage).**

(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>	<p><i>To successfully participate in the course, students are expected to possess adequate competencies in the use of media technologies in order to:</i></p> <ul style="list-style-type: none"> - Regularly visit and actively engage with the eLearn platform. - Participate in class, read the assigned texts throughout the semester, and complete exercises both in class and at home. - Stay in contact with the instructor for any questions or clarifications. 		
TEACHING METHODS <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	Activity	Semester workload	
	Lectures	30	39
	Applications and group work	9	
	Homework besides final assessments (readings, applications)		12
	Final Paper (offered depending on class size / composition)		40
	Preparation for final exam		40
	Course total		98 (138)
STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<p><i>Students will be evaluated on the basis of:</i></p> <ul style="list-style-type: none"> - Class participation - Preparation for class (assigned readings and applications) - Final exam - Final paper (content, structure, bibliography, form, and proper academic register). 		

(5) ATTACHED BIBLIOGRAPHY

COURSE BOOK
Miller, V. (2020). <i>Understanding digital culture</i> (Second edition). London: Sage.

Weekly Readings:

Bolter J. D. & Grusin R. A. (1999). *Remediation: understanding new media*. Cambridge, Mass.: MIT Press.

Haraway, D. J. (1991). *Simians, cyborgs and women: the reinvention of nature*. London: Free Association.

Jenkins, H. (2006). *Convergence culture : Where old and new media collide*. New York: New York University Press.

Kember S. & Zylinska J. (2015, 1st ed. 2012). *Life after new media: mediation as a vital process*. Cambridge, Mass.: MIT Press.

Kember S. (2016). *Imedia: the gendering of objects environments and smart materials*. London: Palgrave Macmillan/Palgrave Pivot. <https://doi.org/10.1057/9781137374851>

Lister, M., Dovey, J., Giddings, S., Grant, I., Kelly, K. (2009). *New Media: A Critical Introduction*. London: Routledge

Related academic journals:

- *Cultural Studies*
- *Culture Machine*
- *Media, Culture & Society*
- *Social Media & Society*