

GCIN2020

New Media and Social Media

6 credits - total learning hours: 150

Session C: July 16 – Aug 3, 2018

14:00 to 17:00, Mon-Fri

Course 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 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.

Aims and Objectives

- 1) To enable students to familiarize themselves with the features of new media and social media.
- 2) To enable students to examine the impact of new media and social media on the modes of business and cultural production.
- 3) To enable students to analyze the impact of new media and social media on social relations.
- 4) To enable students to understand the process of creativity via new media and social media.

List of Topics to be covered in meetings

- 1) What are New Media and Social Media?
- 2) What is Digitalization?
- 3) New Media, Social Media and Social Relations
- 4) New Media, Social Media and Consumption
- 5) New Media, Social Media and Entrepreneurship
- 6) New Media, Social Media and Marketing and Branding
- 7) Creative Process via New Media and Social Media
- 8) Internet Celebrity and Fandom
- 9) The Politics of New Media and Social Media
- 10) What's Next?

Teaching resources

Hjorth, Larissa, and Olivia Khoo. 2016. *Routledge handbook of new media in Asia*. Abingdon, Oxon ; New York, NY : Routledge.

Jin, Dal Yong. 2016. *New Korean wave: transnational cultural power in the age of social media*. Urbana, Chicago: University of Illinois Press.

Motion, Judy, Robert L. Heath, and Shirley Leitch. 2016. *Social media and public relations: fake friends and powerful publics*. Abingdon, Oxon ; New York : Routledge.

Yang, Guobin, Avery Goldstein, and Jacques deLisle. 2016. *The internet, social media, and a changing China*. Philadelphia: University of Pennsylvania Press.

(Please note the topics and teaching resources may vary and are provided here as a guide.)

Assessment

100% coursework

Learning outcomes:

On successful completion of the course, students should be able to:

1. Understand the cultural, economic and social dimensions of the development of new media and social media.
2. Analyze the impact of the development of new media and social media on social interactions and business behavior.
3. Examine the creative process embedded in the development of new media and social media.