

COURSE CONTENT

Course Code / Title : HS0101 Digital Literacy, Culture and Society

Pre-requisites : None

No. of AUs. : 3

Contact Hours : 39

Course Aims

This course will explore the interrelationships among digital media, culture, and society. It takes both an analytical and an issue-based approach to basic questions about what digital media and technologies are, how and why they work as they do, and their significance within contemporary culture and society. In the first half of the course, you will learn about digital media and technologies as part of contemporary society and culture, including social-science theories and concepts to help frame your learning. Here, the course covers a range of digital media and technologies in relation to social institutions, users, culture and meaning. In the second half of the course, you will apply what you have learned through engagement with a series of contemporary digital-media issues. Here, topical issues include big data and AI, fake news, memes, social-media influence, and playbour. Through engagement with these various topics, you will develop critical and creative media literacy skills that are highly relevant to subsequent studies in the arts, humanities and social sciences, as well as future work and leisure practices in knowledge-based digital economies.

Intended Learning Outcomes (ILO)

By the end of the course, you should be able to:

1. Explain the importance of critical and creative digital literacies using social-science concepts.
2. differentiate micro- and macro-level processes through which digital media and technologies affect people's lives.
3. explain how digital media and technologies are produced and consumed, as well as how they are affected by industries and regulators
4. demonstrate skills in the creation and critical analysis of digital media content.

Course Content

Week	Topic	ILO	Readings/ Activities
Wk 1	Introduction to sociological approaches to	2,3	Featherstone, Mike. 2009. "Ubiquitous media: an introduction." Theory, Culture & Society 26(2-3): 1-22.

	digital media and literacy		
Wk 2	Functional, creative, and critical digital literacies	1	<p>Buckingham, D. 2015. Defining digital literacy: What do young people need to know about digital media? <i>Nordic Journal of Digital Literacy</i>, 10: 21-35.</p> <p>Cheng, Hong. 1997. "'Holding up half of the sky?': A sociocultural comparison of gender-role portrayals in Chinese and US advertising." <i>International Journal of Advertising</i> 16:295-319.</p>
Wk 3	A critical history of media technologies	2,3	<p>Cook, S. D. Noam. 2006. "Technological revolutions and the Gutenberg myth." In <i>The New Media Theory Reader</i>. Maidenhead, UK: Open University Press</p> <p>Van Dijck, José, and Thomas Poell. "Understanding social media logic." <i>Media and communication</i> 1, no. 1 (2013): 2-14.</p>
Wk 4	Digital media content and representation	2,3	Burton, Graeme. 2010. "Media texts." In <i>Media and Society</i> .
Wk 5	Digital media industries and governance	2,3	<p>Lawrence Lessig. 2004. <i>Free culture: how big media uses technology and the law to lockdown culture and control creativity</i>. New York: Penguin. [Introduction and Chapter 1, pp. 1-30]</p> <p>Tai, Zixue, and Tao Sun. 2007. "Media dependencies in a changing media environment: the case of the 2003 SARS epidemic in China." <i>New Media and Society</i> 9(6):987-1009.</p>
Wk 6	Digital media users and cultures	1,2,3	<p>Umble, Diane Z. 1994. "The Amish and the telephone: resistance and reconstruction." In Silverstone and Hirsch (eds.), <i>Consuming Technologies</i>. London: Routledge.</p> <p>Lievrouw, Leah A. 2011. "Challenging the experts: commons knowledge." In <i>Alternative and Activist New Media</i>. Cambridge, UK: Polity Press</p>
Wk 7	Midterm quiz		[no readings]
Wk 8	Big data and algorithmic technologies	1,2,3,4	Eric Seigel. 2013. <i>Predictive analytics: The power to predict who will click, lie, buy, or die</i> .

