Course Title	New Media, Discourse, and Society
Course Code	DES502
Recommended Study Term	Term 1
No. of Credits	3
Mode of Tuition	Sectional
Class Contact Hours	3 hours per week
Category	Required
Prerequisite	Nil
Co-requisite	Nil
Exclusion	Nil
Exemption Requirement	Nil

Brief Course Description

The course will provide theories and methods for students to unravel and critically analyse the relationship between digital media, discourse and the society at large in this information age. It will introduce approaches from Critical Discourse Studies and digital literacies research for students to systematically and rigorously analyse how communicative practices on and through new media (e.g., interactive websites, social media) are interconnected with power networks and ideologies in the wider society. The teacher and the students will interactively discuss a wide range of topics around media discourse including identity work on social media, ideologies of online news, digital activism, online aggression and neoliberalism in digital communication.

Aims

The course aims to (1) introduce critical social theories that enable students to understand new media discourse is interconnected with power and ideologies in the society at large, (2) help students master research methods from Critical Discourse Studies and digital literacies research to critically analyse contemporary new media discourse and (3) drive students to consolidate the taught theoretical knowledge and analytical skills through interactive teaching and learning and diverse assignments.

Learning Outcomes (LOs)

On completion of this course, students will be able to:

1. Develop a sound critical theoretical understanding of the relationship between new media discourse and the society at large;
2. Articulate how new media discourse influences and is influenced by social issues in the contemporary society (e.g., social inequality, discrimination, power struggles);
3. Identify significant research topics or problems related to new media discourse and the contemporary society;
4. Analyse new media discourse in connection with social issues or processes related to power relations and ideologies systematically and rigorously.