GROSSMONT COLLEGE

Official Course Outline

MEDIA COMMUNICATIONS 210 - SOCIAL MEDIA IN THE DIGITAL AGE

1. Course Number Course Title Semester Units Semester Hours

MCOM 210 Social Media in 3 3 hours lecture: 48-54 hours the Digital Age 96-108 outside-of-class hours 144-162 total hours

2. Prerequisites

None.

Corequisite

None.

Recommended Preparation

None.

3. Catalog Description

This course examines the theory and ethics behind creating and consuming digital, social and mobile media. Students will examine the fundamentals of social media and social networks. Students will also analyze ethical standards and legal issues in social media, appraise personal uses of social media, and evaluate professional uses for mass communication or media professions.

4. Course Objectives

The student will:

1. Examine social media and identify its evolution and ethics;
2. Differentiate the strengths and weaknesses of various types of social media;
3. Assess the most effective ways to create and consume information on social network sites;
4. Prepare social media to engage cross culturally with others and with the global environment;
5. Analyze the effects of social media on popular culture, business, news media, government and the public at large.

5. Instructional Facilities

Computer lab

6. Special Materials Required of Student

Computers or smart devices with Internet connection

7. Course Content

        a. Defining Social Media – Changing vocabulary and examples

b. Evolution of Social Media

c. Ethics of Social Media – History, comparison with traditional media, terms of use, personal privacy, rules of engagement, truth and verification, journalism and the law.

d. Types of Digital Media – History, benefits, challenges, examples and the future of crowdsourced editing, social network sites and messaging apps.

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7. Course Content (continued)

e. Effects of Digital Media and Digital Media Addiction – Personal, psychological, physiological effects; digital media literacy and digital resilience.

f. Theories and Applications in the Real World – Tactical aspects, strategic aspects and managing social media, including applications of social media channels in various media professions including journalism and public relations.

1. Networked Toolkit – Finding, producing and distributing information using mobile and digital media tools such as blogging, messaging, Twitter, etc.; creating communities and professional uses of social media for mass communication.

h. Content – Importance of content; statistics on content; repurposing and generating content.

i. Citizen Journalism – History, statistics, benefits and challenges, media literacy in consuming and sharing journalistic products.

j. Future of Social Media – New technology and skill sets; companies on the rise

8. Method of Instruction

1. Lecture
2. Practicum
3. Guest speakers
4. Discussion
5. Video/ Film
6. Group Projects/ Activities

9. Methods of Evaluating Student Performance

1. Quizzes, tests and exams including a final exam.
2. Papers, projects and group projects such as analyzing an organization’s social media usage, creating a social media plan for an organization, interviewing a professional working in the field of social media or investigating a specific social media platform.
3. Class participation such as discussing current trends in social media, analyzing the effect of social media on news and politics, and creating personal social media strategies.
4. Homework such as assignments related to the reading and social media posts relating to the course.

10. Outside Class Assignments

1. Papers, projects and group projects such as analyzing an organization’s social media usage, creating a social media plan for an organization, interviewing a professional working in the field of social media or investigating a specific social media platform.
2. Assignments related to the reading and social media posts relating to the course.
3. Generate original content for a variety of social media platforms.

11. Texts

a. Required Text(s):

(1) Nee, Rebecca Coates. *Social Media in the Digital Age: History, Ethics and Professional Uses*.

Cognella Academic Publishing, 2018.

(2) Neill, A. and Karononik, T. *Don’t Panic! A Legal Guide (In Plain English) for Small Businesses and Creative Professionals.* San Diego: New Media Rights, 2016.

(3) Qualman, Eric. *What Happens on Campus Stays on YouTube.* Cambridge, MA: Equalman Studios, 2015.

b. Supplementary texts and workbooks:

(1) Knight, Megan and Clare Cook. *Social Media for Journalists*. Los Angeles: Sage Publications, 2013.

(2) Websites such as Mashable and PBS Media Shift

(3) Social Media

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Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

1. Explore, research and evaluate the different types of social media.
2. Formulate the application of ethics to their social media work and appraise social media’s role in society.
3. Appraise various uses and applications of social media as global digital citizens.

Date approved by the Governing Board: May 15, 2018