



UNIVERSITI TEKNOLOGI MARA

COM111: INTRODUCTION TO NEW MEDIA

Course Name (English)	INTRODUCTION TO NEW MEDIA APPROVED
Course Code	COM111
MQF Credit	3
Course Description	This course provides an overview of academic theory with contemporary case studies. It provides students with the skills for scholarly engagement with the dynamic, fast-paced world of new media. Based on historic understanding of new media developments, the course explores the role of new media in a globally-networked society. It examines the cultural, political and economic impact of new technologies on creativity and industry from a cross-disciplinary perspective. Students will learn the various theories drawn from media studies, sociology, politics and policy, and economics and business. This course also illustrates key concepts around the study of, and practice in new media.
Transferable Skills	new media history new media concept new media development
Teaching Methodologies	Lectures, Case Study
CLO	CLO1 Explain new media concepts in communication and media perspectives (C2) CLO2 Demonstrate new media components related to communication and media industry (A3) CLO3 Report new media concepts related to issues in communication and media content (A2)
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction to New Media 1.1) 1.1 New Media and Digital Convergence 1.2) 1.2 Internet History and Culture 1.3) 1.3 Web 2.0 and Social Media 1.4) 1.4 Assessing Social Media	
2. Twenty key New Media concepts 2.1) 1. Collective Intelligence 2.2) 2. Convergence 2.3) 3. Creative Industries 2.4) 4. Cyberspace/Virtual Reality 2.5) 5. Digital Copyright/Creative Commons 2.6) 6. The Digital Divide 2.7) 7. Digital Economy/Digital Capitalism 2.8) 8. Globalisation 2.9) 9. Hacking 2.10) 10. Interactivity 2.11) 11. The Knowledge Economy 2.12) 12. Mobile Media 2.13) 13. Networks 2.14) 14. Participation 2.15) 15. Piracy 2.16) 16. Privacy and Surveillance 2.17) 17. Remediation 2.18) 18. Ubiquitous Computing 2.19) 19. User-Created Content/User-Led Innovation 2.20) 20. Web 2.0	

<p>3. Approaches to New Media</p> <p>3.1) 3.0 Introduction: Beyond Hype</p> <p>3.2) 3.1 The Social Shaping of Technology</p> <p>3.3) 3.2 Technoculture</p> <p>3.4) 3.3 Theories of The Information Society</p> <p>3.5) 3.4 Political Economy of New Media</p> <p>3.6) 3.5 Theories of The Network Society</p>
<p>4. Ten key contemporary New Media theories</p> <p>4.1) 1. Manuel Castells</p> <p>4.2) 2. Patrice Flichy</p> <p>4.3) 3. Henry Jenkins</p> <p>4.4) 4. Scott Lash</p> <p>4.5) 5. Lawrence Lessig</p> <p>4.6) 6. Sonia LivingStone</p> <p>4.7) 7. Daniel Miller & Don Slater</p> <p>4.8) 8. Mark Poster</p> <p>4.9) 9. Dan Schiller</p> <p>4.10) 10. Tiziana Terranova</p>
<p>5. Social Networking Media</p> <p>5.1) 5.0 Introduction: The nature of Networks</p> <p>5.2) 5.1 Network Economics</p> <p>5.3) 5.2 Networks and Social Production</p> <p>5.4) 5.3 Social Network Media and Social Capital</p> <p>5.5) 5.4 A networked Public Sphere?</p>
<p>6. Participatory Media Cultures</p> <p>6.1) 6.0 Introduction: From Mass Communication to Convergent Social Media</p> <p>6.2) 6.1 Participatory Media</p> <p>6.3) 6.2 Pro-ams, Making Cultures and Everyday Creativity</p>
<p>7. Citizen Journalism</p> <p>7.1) 7.0 Introduction: Transforming News</p> <p>7.2) 7.1 Transforming Journalism</p> <p>7.3) 7.2 New Forms of Journalism</p> <p>7.4) 7.2.1 Citizen Journalism</p> <p>7.5) 7.2.2 Networked Journalism</p> <p>7.6) 7.2.3 Computational Journalism</p>
<p>8. Creative Industries</p> <p>8.1) 8.0 Introduction: The rise of creative industries</p> <p>8.2) 8.1 Socio-Economic driver of Creative Industries</p> <p>8.3) 8.2 Policy Drivers of Creative Industries</p>
<p>9. The Global Knowledge Economy</p> <p>9.1) 9.0 Introduction: What is the Global Knowledge Economy?</p> <p>9.2) 9.1 Globalisation</p> <p>9.3) 9.2 The Knowledge Economy</p> <p>9.4) 9.3 The changing of Innovation</p>
<p>10. Internet Law, Policy and Governance</p> <p>10.1) 10.0 Introduction: Does Internet law exist?</p> <p>10.2) 10.1 Approaches to Internet Governance</p> <p>10.3) 10.2 Convergent Media Policy</p> <p>10.4) 10.3 Copyright and Intellectual Property Law</p> <p>10.5) 10.4 Case study: Creative Commons</p>

Assessment Breakdown		%		
Continuous Assessment		100.00%		
Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Final Test	Test	40%	CLO1
	Group Project	Video Production	20%	CLO3
	Individual Project	Individual assignments	30%	CLO2
	Quiz	Quiz	10%	CLO1
Reading List	Reference Book Resources	• Terry Flew 2014, <i>New media: An Introduction</i> , 4 Ed., Oxford University Press		
Article/Paper List	This Course does not have any article/paper resources			
Other References	This Course does not have any other resources			