Study Abroad Programme

The module description below is from the 2019/20 academic year and is subject to change, and for the use of study abroad students only.

<table>
<thead>
<tr>
<th>Module name</th>
<th>New Media Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module code</td>
<td>SG2016</td>
</tr>
<tr>
<td>School</td>
<td>School of Social Sciences</td>
</tr>
<tr>
<td>Department or equivalent</td>
<td>Department of Sociology</td>
</tr>
<tr>
<td>UK credits</td>
<td>15</td>
</tr>
<tr>
<td>ECTS</td>
<td>7.5</td>
</tr>
<tr>
<td>Level</td>
<td>5</td>
</tr>
<tr>
<td>Delivery location (partnership programmes only)</td>
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**MODULE SUMMARY**

**Module outline and aims**

A sociological analysis of major spheres shaping and shaped by the development of ICTs and the Internet.

i) To provide an introduction to the social consequences of the Internet and the convergence of the previously separate technologies of broadcasting, computing and communications to support what has been variously described as the Information Age, the Network Society or Cyber-culture.

ii) To introduce you to major sociological contributions to these issues.

**Content outline**

- The Information Society: New Media in Historical Context
- Media New and Old: Making Sense of Convergence
- Networks and Mobilities: Social Media Sociality
- The Participatory Culture of ‘Spreadable Media’
- The ‘Beta’ Economy: Social Production in the Internet Age
- Inequalities and the Internet: Digital Divides
- Digital Identities
- Virtual Communities or Fragmentation?
- Surveillance and the New Media
- Electronic Democracy: New Media, New Politics?
Pre-requisite Modules

<table>
<thead>
<tr>
<th>Module Code</th>
<th>Module Title</th>
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<tbody>
<tr>
<td>SG1005</td>
<td>Media History and Politics</td>
</tr>
<tr>
<td>SG1006</td>
<td>Contemporary Issues in Media Studies</td>
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</tbody>
</table>

**WHAT WILL I BE EXPECTED TO ACHIEVE?**

On successful completion of this module, you will be expected to be able to:

**Knowledge and understanding:**

- Engage critically with recent sociological thinking on issues concerned with the development of internet technologies
- Categorise and illustrate conceptual terms such as information society, social media, convergence, mobilities, commodification, surveillance and digital divides
- Assess empirical evidence regarding the spread of internet technologies into spheres such as work and entertainment

**Skills:**

- To develop capacity to critically analyse conceptual thinking in sociology
- To connect substantive trends in, for example, cultural production, social interaction, political participation to recent sociological analysis.
- To be able to understand sociological concepts related to the spread of internet technologies at an appropriate level for second year (level 5) students
- Understand and evaluate complex arguments in a broader social context
- Critically assess evidence and formulating arguments

**Values and attitudes:**

- Argue disinterestedly and dispassionately
- Correctly reference the work of other people in whatever form that work takes

**HOW WILL I LEARN?**

Lecture and class/seminar, plus office hours for tutorial support

*Teaching pattern:*
<table>
<thead>
<tr>
<th>Teaching component</th>
<th>Teaching type</th>
<th>Contact hours (scheduled)</th>
<th>Self-directed study hours (independent)</th>
<th>Placement hours</th>
<th>Total student learning hours</th>
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<tbody>
<tr>
<td>Lecture</td>
<td>Lectures</td>
<td>10</td>
<td>65</td>
<td>0</td>
<td>75</td>
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<tr>
<td>Seminar</td>
<td>Seminars</td>
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<td>Totals</td>
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<td>20</td>
<td>130</td>
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### WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

**Assessments**

A presentation report and an essay

**Assessment pattern:**

<table>
<thead>
<tr>
<th>Assessment component</th>
<th>Assessment type</th>
<th>Weighting</th>
<th>Minimum qualifying mark</th>
<th>Pass/Fail?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation report</td>
<td>Oral assessment</td>
<td>20</td>
<td>30</td>
<td>N/A</td>
</tr>
<tr>
<td>(400 words)</td>
<td>and presentation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Essay (1600 words)</td>
<td>Written assignment</td>
<td>80</td>
<td>30</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Assessment criteria**

Assessment Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate to achieve a certain grade or mark in an assessment.

**Feedback on assessment**

Following an assessment, students will be given their marks and feedback in line with the Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

**Assessment Regulations**
The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

List key resources used on the module, using an appropriate referencing style. This may include a list of key journals and websites

Manuel Castells (2001), The Internet Galaxy Oxford University Press.