Paper III

DIGITAL MEDIA, CULTURE AND SOCIETY

MAX MARKS: 100

EXTERNAL: 70

INTERNAL: 30

PASS: 40%

CREDITS: 6

Objectives:

To explore the impact of digital media on identity, culture and society and to understand contemporary issues such as digital participation, surveillance and media ethics.

Course Outcomes:

CO 1: Understand the emergence of digital media and participatory culture.

CO 2: Analyze construction of digital identity and self-presentation in online spaces.

CO 3: Examine the role of algorithms, data and surveillance in shaping power relations.

CO 4: Evaluate media influence on public opinion, activism and ethical concerns.

Section A

Unit 1: Rise of Digital and social media; Networked society; Participatory culture

Unit 2: Digital Identity and Self-Presentation; Online identity construction

Unit 3: Influencer culture

Unit 4: Algorithms and Power; Data, surveillance and control

Section B

Unit 5: Media, Public Opinion and effects

Unit 6: Social Media Activism; Hashtag movements

Unit 7: Digital resistance

Unit 8: Media Ethics and Responsibility; Fake news and misinformation

Suggested Readings:

- Castells, M. (2010). The rise of the network society (2nd ed.). Wiley-Blackwell.
- Jenkins, H. (2006). Convergence culture: Where old and new media collide. New York University Press.
- boyd, d. (2014). It's complicated: The social lives of networked teens. Yale University Press.

- Noble, S. U. (2018). Algorithms of oppression: How search engines reinforce racism. New York University Press.
- Couldry, N., & Mejias, U. A. (2019). The costs of connection: How data is colonizing human life and appropriating it for capitalism. Stanford University Press.
- McCombs, M. (2004). Setting the agenda: The mass media and public opinion. Polity Press.
- Jackson, S. J., Bailey, M., & Welles, B. F. (2020). #HashtagActivism: Networks of race and gender justice. MIT Press.
- Wardle, C., & Derakhshan, H. (2017). Information disorder: Toward an interdisciplinary framework for research and policymaking. Council of Europe.