Social and Digital Media

Module Information

2022.02, Approved

Summary Information

Module Code	6116MEDCUL
Formal Module Title	Social and Digital Media
Owning School	Humanities and Social Science
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Humanities and Social Science

Learning Methods

Learning Method Type	Hours
Lecture	12
Workshop	24

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	1. To explore the social, cultural and political impacts of social and digital media2. To outline and evaluate social and digital media forms, platforms and practices3. To offer students the opportunity to engage in social and digital media practice that critically explores and evaluates key concepts related to social and digital media

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate and analyse concepts relevant to the study of social and digital media
MLO2	2	Critically appraise social and digital media practice with reference to relevant themes and concepts
MLO3	3	Create critically-informed social and digital media artefacts that explore self-selected themes and concepts relevant to the study of social and digital media

Module Content

Outline Syllabus	Indicative subjects include: Virtual communities and cybercultures; Platforms and practices; Political economy of social and digital media; Virtual identities; Online activism; Streaming cultures; Paratextual practices; Social media influencers.Indicative case studies include:Hashtag activism; Game streaming; Fan commentaries; Instagram influencer marketing; Ephemeral media forms: TikTok and Snapchat; Online sports talk; Political economy of Twitter.
Module Overview	
Additional Information	This module aims to offer students the opportunity to explore the social, political and economic importance of social and digital media. It is rooted in the critical study of social media platforms and the production of critical social and digital media practice.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Essay - 1,500 words	40	0	MLO1
Portfolio	Portfolio - 2,500 words	60	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Stella Gaynor	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings