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Title: Digital Cultures
Status: Definitive
Code: **7003MC** (119722)
Version Start Date: 01-08-2021

Owning School/Faculty: Humanities and Social Science
Teaching School/Faculty: Humanities and Social Science

Team	Leader
Nedim Hassan	Y

Academic Level: FHEQ7 **Credit Value:** 30 **Total Delivered Hours:** 45
Total Learning Hours: 300 **Private Study:** 255

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	13
Off Site	4
Seminar	26
Tutorial	2

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	A1	2500 word critical review	50	
Essay	A2	2500 word student defined essay	50	

Aims

1. To contextualise the evolution of new media and its perceived social purposes
2. To critically examine the relationships between people, organisations and digital

media technologies

3. Evaluate current research in digital cultures

Learning Outcomes

After completing the module the student should be able to:

- 1 Discriminate between scholarly critiques published in the field of Mass Communications
- 2 Critically assess how digital media forms are used within professional contexts
- 3 Provide a sophisticated evaluation of how media technologies structure the culture of everyday life

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Critical review	2	
Essay	1	3

Outline Syllabus

The Internet and Web 2.0; Using spatial metaphors to understand social media practice; Digital public communications; Marketing Liverpool's cultural heritage online; Strategies for marketing the arts in Liverpool; Digital archiving and location-specific media; Social media and amateur photography; Ethical dilemmas in researching social media

Learning Activities

Lectures, seminars, Workshops and Field Trips

Notes

The module is particularly interested in the appropriation and use of new media technology, by different social groups and its ongoing cultural influence on everyday life.