

Summary Information

Module Code	7504UNICAF
Formal Module Title	Digital Cultures
Owning School	Humanities and Social Science
Career	Postgraduate Taught
Credits	30
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Unicaf

Learning Methods

Learning Method Type	Hours
Online	41

Module Offering(s)

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

Aims and Outcomes

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
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Discriminate between scholarly critiques published in the field of Mass Communications
MLO2	2	Critically assess how digital media forms are used within professional contexts
MLO3	3	Provide a sophisticated evaluation of how media technologies structure the culture of everyday life

Module Content

Outline Syllabus	The Internet and Web 2.0; Social media; Digital public communications; The virtual public sphere; Researching online communities; Social media and amateur photography; Ethical dilemmas in researching social media.
Module Overview	
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Critical review	50	0	MLO2
Essay	Essay	50	0	MLO1, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Nedim Hassan	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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