

**FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION**

Course Title:	Culture, Society, and Digital Media				
Course code (LAIS):	KomZ6002				
Study programme:	Media and Information Literacy				
Level of Study programme:	<input type="checkbox"/>	1st level professional higher education			
	<input type="checkbox"/>	Professional Bachelor			
	<input type="checkbox"/>	Professional Master			
	<input checked="" type="checkbox"/>	Academic Master			
	<input type="checkbox"/>	PhD level			
Type of Study programme:	<input type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input checked="" type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	24	56
Course Author/ Tutor:	Andra Siibak, PhD; Pille Pruulmann – Vengerfeldt, PhD				
	e-mail: andra.siibak@ut.ee ,				
	Pille.pruulmann.vengereldt@ut.ee				
	Consultation: according to the schedule for each semester				
Course Form:	Full time studies				
Study year, semester:					
Language:	English				
Prerequisites for the Course:	NA				
Course Summary:	The objective of the course is to advance theoretical and empirical knowledge about the timely processes related to society, culture and (new) online media, and the relationships between them. After passing the course, the students have improved knowledge about contemporary society, culture and (new) online media. They are able to analyze and give sense to the relationships between them and set relevant research questions. The course provides a selective overview of the main concepts and theoretical conceptions describing contemporary societies, culture and (new) media, and the ways of researching the related phenomena.				
Course Methods, including description of the organization of students' individual work and tasks:	Lectures, seminars, literature studies (40% of the independent work), case studies (60% of student independent work).				
Assessment:	Final test				
Requirements for Credits and Criteria for Assessing the Course Results:	All the independent assignments should be submitted in a timely fashion. Late work will receive a penalty.				
	All the independent assignments should have a positive assessment. Evaluation criteria for case studies (the work will be evaluated in the 10-point system): a description of the chosen case, the appropriateness of the chosen sources of literature, analysis of the data and its use in making conclusions, the quality of arguments, presentations and answers to questions during the presentation of the group). The test will be assessed with pass/fail, the student will receive a positive assessment if correctly answered at least 40% of the test questions.				
Course Contents:	The topics covered include: Mapping the main concepts: transformation, mediatization, globalization, social acceleration, the public sphere, publics, counter-publics, the post-truth society, active citizenship, social movements, civic engagement, political participation, user-generated content, popular culture, celebritization; generations and media; identities, lifestyles and subcultures.				
Learning Outcomes; the evaluation methods and	Learning Outcomes			The evaluation methods and criteria	
	Knowledge				

criteria	knowledge about the main concepts of contemporary society, culture and (new) online media, and the relationships between them	Lectures, seminars, independent work
	Knowledge about the online research methods	Lectures, seminars, independent work
	Knowledge about theories of generations	Lectures, seminars, independent work
	Knowledge about the main elements in civic engagement campaigns and political engagement	Lectures, seminars, independent work
	Skills	
	Skills in conducting research online	Lectures, seminars, independent work
	Skills in distinguishing different lifestyles, subcultures	Lectures, seminars, independent work
	Competency	
	Being able to apply the knowledge in planning further research	Final test
Course Compulsory literature:	Blumler, Jay G. (1979) "The Role of Theory in Uses and Gratifications Studies", <i>Communication Research</i> 6(1): 9-36.	
	Bushman, Brad J. and Craig A. Anderson (2015) "Understanding Causality in the Effects of Media Violence", <i>American Behavioral Scientist</i> 59(14): 1807-1821.	
	Livingstone, Sonia (2015) "Active Audiences? The Debate progresses but it is Far from Resolved", <i>Communication Theory</i> 25: 439-446.	
	Livingstone, Sonia and Ranjana Das (2009) "The End of Audiences? Theoretical Echoes of Reception Amidst the Uncertainties of Use. In <i>Transforming Audiences 2</i> conference, 3-4 September 2009, University of Westminster (http://eprints.lse.ac.uk/25116/1/The_end_of_audiences_%28LSERO%29.pdf).	
	Potter, James W. (2011) "Conceptualizing Mass Media Effect", <i>Journal of Communication</i> 61(5): 896-915.	
Course additional literature:	Schröder, K.C., 2015. News media old and new: Fluctuating audiences, news repertoires and locations of consumption. <i>Journalism Studies</i> , 16(1), pp.60-78.	
	Communication Review (Volume 16, Issue 1-2, 2013) Special Issue on: "Audiences: A Cross-Generational Dialogue" (http://www.tandfonline.com/toc/gcrv20/16/1-2#.VdxbiqCqr1h).	
	Mayer, V. (2016) The Places Where Audience Studies and Production Studies Meet, <i>Television & New Media</i> , 17(8) 706-718.	
	Other course, I am sure Andra has more things to recommend, but here are a few things we use.	
	Ritzer, George (2014) "Prosumption: Evolution, Revolution, or Eternal Return of the Same?", <i>Journal of Consumer Culture</i> 14(1): 3-24	
Course confirmation date:	Deuze, Mark (2011) "Media Life", <i>Media, Culture & Society</i> 33(1): 137-148.	
	Dijck, José van (2012) "Facebook and the Engineering of Connectivity: A Multi-Layered Approach to Social Media Platforms", <i>Convergence: The International Journal of Research into New Media Technologies</i> 19(2): 141-155.	
	December 11, 2019.	
Date of course description update:		

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
<i>The date is specified before the implementation of the course</i>	Intro to the main concepts: transformation, mediatization, globalization, social acceleration, the post-truth society	2	8	lecture, seminar, independent work
	the public sphere, publics, counter-publics	4	6	lecture, seminar, independent work
	active citizenship, social movements, civic engagement, political participation	4	6	lecture, seminar, independent work
	user-generated content	4	12	lecture, seminar, independent work
	popular culture, celebritization, identities, lifestyles and subcultures	4	8	lecture, seminar, independent work
	generations and media	4	12	lecture, seminar, independent work
	Exam	2	2	test
Hours total:		24	56	