

GCIN2020 New media and social media (Summer 2021)

Course Content

Digitalization has become a central part of consumer life and the business world. Our economy, society and culture are being significantly shaped by the development of digitalization and the Internet. Nowadays, new media and social media have become two very important pillars of marketing and management practices for both consumer and business, from hiring to reputation management to customer service. Different forms of new media are dramatically changing creative processes, technological development, value chains, buying behaviour and customer service in our society. The course aims to provide students with an insight into how new media and social media affect the cultural production, the mode of social interaction, the pattern of consumption, the organization of business and the form of political engagement especially within the East Asian context.

Learning Objectives and Outcomes

The major aim of this course is to enable students to examine the implications of the development of the new media and social media and to analyse and compare the spread of the new media and social media in concrete social-cultural contexts. By the end of the course students should have gained an understanding of:

- 1) The concepts of 'new media' and 'social media'
 - 2) The development of the new media and social media;
 - 3) The social, political and economic dynamics of the spread of the new media and social media;
 - 4) How new media and social media shape the social relations in East Asian societies;
 - 5) The role of new media and social media in cultural production
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Teaching Methods

Lectures, presentations, project and class discussions.
