GCIN2020 New media and social media  
(Summer 2022)

Course Instructor:  
Dr. Dixon Wong

Teaching Assistant:  
Miss Lavender Lui

Class Hour: Monday to Friday, 9:30 am – 12:30 pm

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

Teaching Methods

Lectures, presentations, project and class discussions.
Assessment*

Course assessment is based on class participation (10%) and coursework (90%).

**A. Class participation (10%)**

You are required to participate in class by attending every lecture, asking sensible questions based on the lectures and assigned readings, and answering questions put to you in class. You are also expected to participate actively in the class discussions. Attendance will be taken every class session. You should be aware that regular absences will affect your grade.

**B. Coursework (90%)**

- **Class presentations (20%)**
  
  You will be divided into groups, and each group is required to conduct a presentation on the assigned readings.

- **Group Project (70%)**
  
  You will be asked to form creative teams to develop a social media campaign. You are expected to conduct research, develop your proposal and the social media content and deliver a final presentation. The purpose is to convince a potential investor to adopt and finance your project. You will be given chances to practise your presentation skills and receive feedback on your proposal in class.

*Further details of the assignments will be discussed during class. Please refer to the separate “Assessment Guidelines” for further information.

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**Indicative literature**


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**Course Outline (*subjected to Change)**

**Day 1: Course Introduction (4/07/2022)**

**Day 2: Digital Society and New Media (5/07/2022)**

General Reading:


**Day 3: Understanding Social Media (06/07/2022)**

General Reading:


Regional Reading:


**Day 4: Social Media, Sociality and Identity I (07/07/2022)**

General Reading:


**Day 5: Project Research (08/07/2022)**

No lecture but you are required to conduct research for your group project.

**Day 6: Social Media, Sociality and Identity II (11/07/2022)**

Regional Reading:


**Day 7: Social Media Branding and Marketing I (12/7/2022)**

General Reading:


2) Duffy, Brooke Erin and Emily Hund. 2015. ““Having it All” on Social Media: Entrepreneurial Femininity and Self-Branding Among Fashion Bloggers” Social Media + Society, 1-11.


**Day 8: Social Media Branding and Marketing II (13/7/2022)**

Regional Reading:


**Day 9: Guest Lecture (14/07/2022)**

Topic: Marketing through Social Media in Covid-19 Pandemic

Speaker: To Announced

**Day 10: Project Research (15/07/2022)**

No lecture but you are required to conduct research for your group project.

**Day 11: Social Media and Fandom (18/07/2022)**

General Reading:


**Day 12: Guest Lecture (19/07/2022)**
Topic: “New Media and Fandom”
Speaker: To be announced

**Day 13: E-Commerce (20/07/2022)**


**Day 14: Project Research (21/07/2022)**

Topic: E-Commerce in China Market
Speaker: to be announced

**Day 15: Group Presentation (22/07/2022)**