

COURSE DETAIL

SOCIAL MEDIA AND SOCIAL NETWORKING

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

14

UCEAP Course Suffix

S

UCEAP Official Title

SOCIAL MEDIA AND SOCIAL NETWORKING

UCEAP Transcript Title

SOCIAL MEDIA/NETWRK

UCEAP Quarter Units

4.00

UCEAP Semester Units

2.70

Course Description

This issue-driven, student-centered course discusses both the theories and practices regarding social networking and converged/integrated communication via social media today. This course also examines interrelationships among media, communication, politics, economy, technology, business, social institutions, and individuals, as well as a variety of issues concerning the role and influence of social media and social networking in the society as a whole. This course is designed for students from various disciplines or programs of study.

Language(s) of Instruction

English

Host Institution Course Number

JOUR17005

Host Institution Course Title

SOCIAL MEDIA AND SOCIAL NETWORKING

Host Institution Campus**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Society and Politics

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