

COURSE DETAIL

SOCIAL MEDIA

Country

Australia

Host Institution

University of New South Wales

Program(s)

University of New South Wales

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies

UCEAP Course Number

139

UCEAP Course Suffix**UCEAP Official Title**

SOCIAL MEDIA

UCEAP Transcript Title

SOCIAL MEDIA

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course examines the contemporary theoretical and empirical work from the fields of media and social semiotics to explore new media practices across social media platforms. A central focus is understanding the new forms of sociality that are emerging in relation to these new technologies. It looks at how identities are performed and communities are formed through close analysis of the communicative patterns observable in both small and large sets of social media texts. Of particular interest is how opinion and sentiment are construed in these texts.

Language(s) of Instruction

English

Host Institution Course Number

ARTS2093,MDIA2093

Host Institution Course Title

SOCIAL MEDIA

Host Institution Campus

Sydney

Host Institution Faculty

School of the Arts and Media

Host Institution Degree

Host Institution Department

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