COURSE DETAIL

SOCIAL MEDIA
Country New Zealand
Host Institution University of Auckland
Program(s) University of Auckland
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Film & Media Studies Communication
UCEAP Course Number 104
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 use of social media and considers in particular the influence of new media corporations such as Facebook, as well as platforms like Twitter, SnapChat, Tinder and YouTube. It explores our cultural practices and social rituals in relation to these peer-to-peer, one-to-many media technologies, and examines this revolution in the media landscape.

Language(s) of Instruction
English

Host Institution Course Number
COMMS 204,MEDIA 214

Host Institution Course Title
SOCIAL MEDIA

Host Institution Course Details

Host Institution Campus
Auckland

Host Institution Faculty

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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