

# 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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