COURSE DETAIL

THEORIES OF COMMUNICATIONS AND NEW MEDIA
Country Singapore
Host Institution National University of Singapore
Program(s) National University of Singapore
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 116
UCEAP Course Suffix
UCEAP Official Title THEORIES OF COMMUNICATIONS AND NEW MEDIA
UCEAP Transcript Title THEORIES COMM&MEDIA
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course provides an overview of the theories and perspectives applicable to the study of communication and new media. Students apply various theories from both critical/cultural and social scientific approaches to analyze diverse digital phenomena and controversies. Students gain a foundational knowledge in how digital technologies affect interactions, how social media changes news consumption, how the conception of work changes in an era of crowdsourcing, and how media content can be made more persuasive.

Language(s) of Instruction
English

Host Institution Course Number
NM2101

Host Institution Course Title
THEORIES OF COMMUNICATIONS AND NEW MEDIA

Host Institution Course Details
https://nusmods.com/courses/NM2101/theories-of-communications-and-new-media

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Communications & New Media

Course Last Reviewed
2024-2025

Print