

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Communications & New Media

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