UNIVERSITY OF EDUCATION, WINNEBA
SCHOOL OF COMMUNICATION & MEDIA STUDIES
BA COMMUNICATION STUDIES
First Semester – 2023/2024 Academic Year

Course Code & Title: COM 233, New Media and Technology
Credits Hours: 3
Lecturer: Mr. Stephen Osei Akyiaw, soakyiaw@uew.edu.gh 0248715645
Ms. Belinda Osei-Mensah, bosei-mensah@uew.edu.gh 0547003783
Lecture Time: Monday, 11:30 am – 1:30 pm, GBK 101 South Campus
VCLASS Time: C*ourse instructor will announce that in class*
Office Hours: By appointment



Course Description

The changes in the media landscape, the evolution of convergence, and the explosion of web 2.0 including social media as well as their implications for business and communication environments are important elements, which any aspiring journalist, marketer, or communicator, should be aware of, understand and, most of all, be able to keep up with. This course is designed to meet such needs and highlights concepts of new media as well as the role digital media technologies play in society. The course explores the development of digital media technologies as well as their impact on economics, politics, communication, education, and community. The course will expose learners to new media platforms that will be used to enhance the various fields of communication.

Learning Objective

At the end of the course, the student should be able to demonstrate essential skills and knowledge of new media and digital technology through planning, designing and creating new media content suitable for their communicative purposes.

Learning Outcomes

Upon completion of this course, the student should be able to:

1. Demonstrate how the new media concepts relate to the communication and media industry.
2. Identify trends and innovations in social media that provide the foundation for today's communication practices
3. Produce multimedia elements and explore their role and use in telling stories online
4. Summarize the newest developments in terms of new media and their impact (opportunities and risks) on public relations, marketing, development communication and journalistic practices.
5. Produce content using new media applications and tools through teamwork.
6. Demonstrate the use of digital analytic tools to appraise the effectiveness of digital content and drive traffic to the website.

7. Design websites/blog for organisational and other communicative purposes and present a professional-quality digital portfolio that demonstrates the skills needed in today's digital media environment.

Mode of Delivery

The mode of delivery will be hybrid in nature and will include lectures, demonstrations, student presentations, guest lecturers, reading, and writing assignments in addition to sessions on the UEW Learning Management Systems (VClass). The specific lecture modes are as follows:

- Lecture
- Presentation and Demonstration
- Group Project
- Guest Lecture

Course Requirement

We will read book chapters and articles from scholarly journals, magazines, and popular publications. Assigned readings may be found through the UEW library's e-Journal resources. Students must have a working e-mail address and check the mail regularly. **HIGHSPEED INTERNET ACCESS, A LAPTOP, AND BASIC COMPUTER LITERACY ARE REQUIRED.**

Assessment and Grading (as applicable)

Attendance	5%
Class exercises/presentations	15%
Mid-semester paper	20%
Final Exam	60%
Total	**100%**

'NEW TO YOU' IDEAS**

As stated in the course content, groups will do a 5-minute presentation on what this course terms 'New to You' ideas. Each group has the liberty to search and share with the class any new technology, innovation, application (apps), or idea that is relatively 'new' to most of the members of the class. Presenters will take us through these applications and indicate their relevance to current communication practices.

YOUR WEB DESIGN PRESENTATION **

Every week, selected groups will do a 10-minute visual and oral presentation of their Web Design which is based on the **Wix.com** format. The presentation will be conducted according to design, concept, and relevance to any current or relevant communication discourse in Ghana.

COURSE CONTENT			
Weeks	**Topics**	**Activities/reading**	**Assignments / Projects**

1 & 2	**Course Introduction –** • Introduction to course objectives and content • Setting expectations in New Media & Technology • Introduction to the new media and technology • Features of the new media • Limitation of new media **Social Media (Web 2.0)** • Introduction to social media and social network tools • Platform and types of social networks (Snapchat, Twitter, Signal, Facebook, TikTok etc.) • Social media jobs • Social media Policy • Emerging social media and innovative technologies like Artificial Intelligence (AI), Virtual Reality (VR), and Augmented Reality (AR)	Students outline their expectations for the course Discuss new media & digital technology Discuss what social media is and give examples Outline examples of media organisations that integrate social media	**Reading assignment for the semester -** CIPR (2012) Share This – Social Media Handbook for PR Professionals Presentation of "**New to You"** Idea** Investigate the social media policy of organisations that practice communication
3 & 4	**Media Convergence and Multimedia** • What is Convergence? • Convergence within Journalism, Advertising, Public Relations **Multimedia** • Elements of Multimedia • Importance of multimedia **Social Media Strategy 1** • Determine Social media strategy: o Develop social media audit & SWOT analysis o Organisational strategy o Content Creation and writing for social media o Social media keywords	• Presentation of "**New to You"** Ideas • Discuss media convergence and multimedia & its relationship to communication • Presentation of "**New to You"** Ideas • Discuss social media strategy • Outline leading online content creators in Ghana	Group assignment on Multimedia Presentation of "**New to You"** Ideas Group assignment to create content on social media – audio, hyperlinks, polls, infographic, photos, short video & audio clips, etc.

5 & 6	**Social Media Strategy 2** • Execute Social media strategy • Online advertising and crowdfunding • Influencer marketing and Viral marketing • Social media Public Relations • SEO and Call to Action • Social Media posting and scheduling tools • Value of social media **Evaluate Social Media Strategy 3** • Monitoring and analytics • Social Analytics Tools • Return on investments (ROI) and Monetization	- **Social media PR** – case study of Nestle Ghana curdle milk ▪ Guest Resource Person** • Discuss monitoring and analytics • Outline and use analytic tools for social media audit	**Mention one influencer in Ghana and the strategies they employ in promoting brands**? Presentation of "**New to You"** Idea Presentation of "**New to You"** Idea **Discussion of Website idea*****
**** MID-SEMESTER QUIZ / ASSIGNMENT**			
7 & 8	**Website Design & Blogging Project 1** - Introduction of Wix.Com for Web Design - Website design concepts – research, design, layout, content, - Blogging tools for blogging - Portfolios for website design **Website Design & Blogging Project 2** - Review of website/Blogging site - Website design concepts – colour, multimedia, style, usability - Designing a website on wix.com	▪ Tutorials on wix.com and blogging • Discuss and review student's website ideas • Tutorials on wix.com and blogging	**Website design idea** **Website design Update**

9 & 10	**Modern Issues in New Media & Technology and how to overcome them** - Cyberbullying, privacy, etc - Gender stereotypes online - Fake news & manipulations - Ethical Standards underpinning user engagement of new media **Website Design & Blogging Project 3** - Designing a website on wix.com - Review of website/Blogging site - Integration of social media tools into the website	• Discussion of modern issues in new media (case study) • Discuss and review websites/blogging sites • Presentation by groups on the website	Group Presentation (assignment) **Social Media Update** **Website design Update**
11 & 12	**Website Design & Blogging Project 4** • Review of website	• Review of websites and blog content	**Website design Update**
13	**Presentation of Semester Project with a panel**	Presentation of Semester Group Project – website design	
14	**COURSE REVIEW AND END OF SEMESTER EXAMINATION**		

Plagiarism Policy

Plagiarism in any form is unacceptable in the University of Education, Winneba, and shall be treated as a serious offense. Appropriate sanctions, as stipulated in the plagiarism policy, will be applied when students are found to have violated the plagiarism policy.

Attendance

Attendance starts exactly at the class start time: 11:30 AM. Student must endeavour to attend class on time or within 5 minutes before class start time. A student who misses class for reason of health must give prior notice to the course instructor with medical proof. Where a student does not attend or misses class or is late, without prior consent from the course instructor, will attract a subtraction in their class assessment score.

Class Participation

Active participation and engagement in the classroom (noticeable to the lecturer and classmates) are highly encouraged. Valued behaviours include raising important and relevant points, and generally demonstrating a command of assigned reading materials and current news related to class discussion. Behaviours to avoid include distracting the class, and failing to participate when asked.

Main Reading

CIPR (2012), Share This – Social Media Handbook for PR Professionals

Reading Lists

Gitelman, L. & Pingree, G. B., Eds. (2003). *New Media, 1740–1915*. Cambridge, MA: The MIT Press.

Jenkins, H. (2004). *"The Cultural Logic of Media Convergence*." New York: The International Journal of Cultural Studies. Vol. 7 *(1)*, 33-43

Manovich, L. (2002). *The Language of New Media*. Cambridge, MA: MIT Press, 2002.

McLuhan, Marshall (1994) *Understanding Media: The Extensions of Man*. Cambridge, MA: MIT Press.

Van Looy, A. (2016). *Social Media Management. Technologies and Strategies for Creating Business* Value. Springer