



Birla Institute of Technology & Science, Pilani
Hyderabad Campus

FIRST SEMESTER 2022-2023
Course Handout Part II

Date: 29-08-2022

In addition to part-I (General Handout for all courses appended to the time table) this portion gives further specific details regarding the course.

Course No. : GS F342
Course Title : Computer Mediated Communication
Instructor-in-Charge : Santosh Mahapatra

Scope and Objective of the Course:

This course focuses on some of the issues related to computer-mediated communication systems (CMC). CMC incorporates communications happening through computer-based digital technologies such as social media, emails, gaming, and digital storytelling. The course includes discussions on various dimensions of CMC practices and how they impact human beings in general. We will have discussions on identity, development of relationships, harassment, privacy, and digital literacies. We will utilize research from media studies, cognitive psychology, neuroscience, history, cultural studies, sociology, and linguistics for analysis. The course will have the following objectives:

- familiarizing participants with theories and practices of CMC;
- raising critical awareness about various digital practices and their impact on individuals and societies;
- promoting social sensitivity among participants about CMC.

Reading materials

1. Mike Z Yao & Rich Ling, "What Is Computer-Mediated Communication?"—An Introduction to the Special Issue, *Journal of Computer-Mediated Communication*, Volume 25, Issue 1, January 2020, Pages 4–8, <https://doi.org/10.1093/jcmc/zmz027>
2. Jason S. Wrench, Narissra M. Punyanunt-Carter & Katherine S. Thweatt, *Theories of computer-mediated communication*. 2022.
[https://socialsci.libretexts.org/Bookshelves/Communication/Interpersonal_Communication/Book%3A_Interpersonal_Communication_-_A_Mindful_Approach_to_Relationships_\(Wrench_et_al.\)/12%3A_Interpersonal_Communication_in_Mediated_Contexts/12.04%3A_Theories_of_Computer-Mediated_Communication](https://socialsci.libretexts.org/Bookshelves/Communication/Interpersonal_Communication/Book%3A_Interpersonal_Communication_-_A_Mindful_Approach_to_Relationships_(Wrench_et_al.)/12%3A_Interpersonal_Communication_in_Mediated_Contexts/12.04%3A_Theories_of_Computer-Mediated_Communication)
 - [https://socialsci.libretexts.org/Bookshelves/Communication/Interpersonal_Communication/Book%3A_Interpersonal_Communication_-_A_Mindful_Approach_to_Relationships_\(Wrench_et_al.\)/12%3A_Interpersonal_Communication_in_Mediated_Contexts/12.01%3A_Technology_and_Communication](https://socialsci.libretexts.org/Bookshelves/Communication/Interpersonal_Communication/Book%3A_Interpersonal_Communication_-_A_Mindful_Approach_to_Relationships_(Wrench_et_al.)/12%3A_Interpersonal_Communication_in_Mediated_Contexts/12.01%3A_Technology_and_Communication)



3. Alexander J. Romiszowski & Robin Mason, Computer-Mediated Communication, 2014.
<http://members.aect.org/edtech/ed1/pdf/14.pdf>
4. Jason S. Wrench, Narissra M. Punyanunt-Carter & Katherine S. Thweatt, *Interpersonal communication in mediated contexts*, 2022. <https://milnepublishing.geneseo.edu/interpersonalcommunication/chapter/12/>
5. Novianto Yudha Laksana & Ahda Fadhillah, Computer-mediated communication and interpersonal communication in social media Twitter among adolescents. *Journal of Social Studies (JSS)*, 17(1), 65-78. doi: 10.21831/jss.v17i1.39015.
6. Spears, Russell, Martin Lea, and Tom Postmes, 'Computer-mediated communication and social identity', in Adam Joinson and others (eds), *Oxford Handbook of Internet Psychology*, Oxford Library of Psychology (2009; online edn, Oxford Academic, 18 Sept. 2012), <https://doi.org/10.1093/oxfordhb/9780199561803.013.0017>
7. Kami Kosenko, Geoffrey Luurs, Andrew R. Binder, Sexting and Sexual Behavior, 2011–2015: A Critical Review and Meta-Analysis of a Growing Literature, *Journal of Computer-Mediated Communication*, Volume 22, Issue 3, 1 May 2017, Pages 141–160, <https://doi.org/10.1111/jcc4.12187>
8. Barbara A. Ritter, Deviant Behavior in Computer-Mediated Communication: Development and Validation of a Measure of Cybersexual Harassment, *Journal of Computer-Mediated Communication*, Volume 19, Issue 2, 1 January 2014, Pages 197–214, <https://doi.org/10.1111/jcc4.12039>
9. Jukka Vahlo, Johanna K Kaakinen, Suvi K. Holm, Aki Koponen, Digital Game Dynamics Preferences and Player Types, *Journal of Computer-Mediated Communication*, Volume 22, Issue 2, 1 March 2017, Pages 88–103, <https://doi.org/10.1111/jcc4.12181>
10. S Shyam Sundar, Maria D Molina, Eugene Cho, Seeing Is Believing: Is Video Modality More Powerful in Spreading Fake News via Online Messaging Apps?, *Journal of Computer-Mediated Communication*, Volume 26, Issue 6, November 2021, Pages 301–319, <https://doi.org/10.1093/jcmc/zmab010>
11. Manfred Kienpointner, Impoliteness online: Hate speech in online interactions. 2021, *Internet Pragmatics*, Volume 1, Issue 2, 329-351. <https://doi.org/10.1075/ip.00015.kie>
12. Cheri Anderson & Lester A. Wanninger. *Computer Mediated Advertising: Consumers and Brands*. Management Information Systems Research Center, Curtis L. Carlson School of Management, University of Minnesota, 1996. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.194.5432&rep=rep1&type=pdf>
13. P. K. Kannan & Hongshuang “Alice” Li "Digital marketing: A framework, review and research agenda." *International journal of research in marketing* 34.1 (2017): 22-45. <https://doi.org/10.1016/j.ijresmar.2016.11.006>
14. Monika Taddicken, The ‘Privacy Paradox’ in the Social Web: The Impact of Privacy Concerns, Individual Characteristics, and the Perceived Social Relevance on Different Forms of Self-Disclosure, *Journal of Computer-Mediated Communication*, Volume 19, Issue 2, 1 January 2014, Pages 248–273, <https://doi.org/10.1111/jcc4.12052>
15. Holger Pötzsch, Critical digital literacy: Technology in education beyond issues of user competence and labour-market qualifications. *TripleC: Communication, Capitalism & Critique. Open Access Journal for a Global Sustainable Information Society*, Volume 17, Issue 2, 2019, 221-240. <https://www.triple-c.at/index.php/tripleC/article/view/1093/1296>

Course Plan:

Lecture No.	Learning objectives	Topics to be covered	Reading Materials
1	Familiarize with various aspects of the course and develop an understanding of CMC	Introduction to the course and CMC	Ref. 1
2-5	Demonstrate adequate understanding of the	History and theories of CMC	Ref. 2, 3



	history and theories of CMC		
6-15	Analyze how interpersonal relationships take shape and identities are formed in CMC	Interpersonal relationships and identity: chatting, online dating, sexting, cheating, harassment	Ref. 4, 5, 6, 7
16-23	Analyze how entertainment on digital platforms impacts the individual and the society	Entertainment on digital platforms: streaming videos, gaming, pornography	Ref. 8, 9
24-28	Examine how and why fake news and hate speeches are created and consumed	Fake news and hate speech on digital platforms	Ref. 10, 11
29-31	Explain the psychology behind digital advertising and conditioning	Advertising	Ref. 12, 13
32-35	Explain how privacy and surveillance shape lives in the age of digital dominance	Privacy and surveillance	Ref. 14
36-39	Demonstrate ability to deconstruct digital practices from a critical humanitarian perspective	Critical digital literacy	Ref. 15
40	Revisit the important components of the course	Revision of the course	-

Evaluation Scheme:

Component	Duration	Weightage (%)	Date & Time	Nature of Component
Digital storytelling	NA	20	TBA	Take-home
Mid semester test	90 minutes	30	04/11 9.00 - 10.30AM	Open book
Quiz	30 minutes	10	TBA	Closed book
Comprehensive examination	180 minutes	40	27/12 FN	Open book

Chamber Consultation Hour: In K 127, Monday 12 - 1 pm, Tuesday 12-1 pm

Notices: All the notices will be shared through ERP.



Make-up Policy: Make-up will be given to students who have genuine problems.

Academic Honesty and Integrity Policy: Academic honesty and integrity are to be maintained by all the students throughout the semester and no type of academic dishonesty is acceptable.

Santosh Mahapatra
INSTRUCTOR-IN-CHARGE

