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**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/12.01%3A_Technology_and_Communication>

1. Alexander J. Romiszowski & Robin Mason, Computer-Mediated Communication, 2014. http://members.aect.org/edtech/ed1/pdf/14.pdf

# Jason S. Wrench, Narissra M. Punyanunt-Carter & Katherine S. Thweatt, *Interpersonal communication in mediated contexts*, 2022. <https://milnepublishing.geneseo.edu/interpersonalcommunication/chapter/12/>

# Novianto Yudha Laksana & Ahda Fadhilah, 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.

1. 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>
2. 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>
3. 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>
4. 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>
5. 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>
6. 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>
7. 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>
8. 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>
9. 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>
10. 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:**

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| --- | --- | --- | --- |
| **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 | History and theories of CMC | Ref. 2, 3 |
| 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:**

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| --- | --- | --- | --- | --- |
| **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**