**BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE, Pilani**
**Pilani Campus**
**AUGS/ AGSR Division**

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 : Virendra Singh Nirban
Instructor(s)      : -
**Tutorial/Practical Instructors: -**

**1. Course Description:**

Computer Mediated Communication- Definitions and overview; Evolution of Computer Mediated Communication; Components of Computer Mediated Communication; Computer Mediated Discourse Analysis- Theories and faceted Approach; Information-Interactivity Dynamism in Computer Mediated Communication; Gender perspectives in Computer Mediated Communication; Privacy Issues in Computer Mediated Communication; Socialization in Social Media-Profiles, Identity and traversal; Computer Mediated Communication and technology acceptance; Computer Mediated Communication Theories; Human-Computer Interfaces.

**2. Scope and Objective of the Course:**

The objective of the course is to acquaint students with the practical and theoretical issues associated with computer-mediated communication (CMC) systems. The focus of the course will be on CMC and its influence on society as a mode of communication.

**3. Text Books**:

The readings in this course include current academic research articles, "classic" texts from the area of computer-mediated communication, book chapters, and some popular-press pieces.

**4. Reference Books:**

Reference Material to be distributed in the classroom.

**5. Course Plan:**

| Module No. | Lecture Session | Reference | Learning outcomes |
|---|---|---|---|
| 1-6 | CMC- Definitions and overview; Evolution of CMC; Components of CMC | Licklider J. C. R. & Taylor, R. W. : The computer as a communication device. | Understanding of CMC as a mode of communication, underlying assumptions and perspectives |
| 7-9 | Freedom of speech and Social Media, accessibility and affordability of CMC | Herring, S. C. :. Slouching toward the ordinary: Current trends in computer-mediated communication. | Learning about the accessibility and affordability of CMC and its effect on communication integration and interpretation |
| 10-15 | Socialization in Social Media-Profiles, Identity and traversal | Ellison, N, & boyd, d.: Situating social network sites in context. In: Sociability through social network sites. | Understanding the dynamics of social structures on online/virtual world, identities in online world |
| 16-22 | Computer Mediated Discourse Analysis- Theories | Herring, S. C. : A faceted classification scheme for | Understanding how to interpret vast amount of text and other |

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|---|---|---|---|
| | and faceted Approach | computer-mediated discourse. | media on internet |
| 23-28 | Language and culture in CMC | David Crystal: Past, Present and Future of World Language. | Learning the language and cultural perspectives of technology interventions |
| 29-32 | Information sharing and Privacy Issues in CMC | Joinson and Paine: Self Discourse: Privacy and Internet. | Understanding how information is used to violate privacy and related issues |
| 33-35 | Factors influencing sociability and usability of CMC | Jenny Preece: Sociability and Usability in Online Communities | Understanding factors influencing sociability and usability of online platforms |
| 36-38 | Information-Interactivity Dynamism in CMC; Gender perspectives in CMC | Joseph Walther: Theories of CMC and Interpersonal Relationships | Learning the dynamics of how the information is perceived and consumed |
| 39-42 | CMC and technology acceptance behavior of users; technology adoption behavior | David and Venkatesh; Technology Acceptance Theories | Understanding various theories of user acceptance of technology |

## 6. Evaluation Scheme:

| Component | Duration | Weightage (%) | Date & Time | Nature of component (Close Book/ Open Book) |
|---|---|---|---|---|
| Mid-Semester Test | 90 Min. | 30 M | | CLOSED BOOK |
| Comprehensive Examination | 3 h | 35 M | | CLOSED BOOK |
| Assignment Field Work and Group Seminar | | 35 M | | OPEN BOOK-TAKEHOME FIELDWORK |

**7. Chamber Consultation Hour**: To be announced.

**8. Notices:** ON NOTICE BOARD of Department of HSS

**9. Make-up Policy:**No makeup without prior permission and only on genuine grounds.

**10. Note (if any):**

V S Nirban
**Instructor-in-charge**

Course No.