

Course Type	Course Code	Name of Course	L	T	P	Credit
DC	NHSC510	Social Theory in Digital Era	3	1	0	4

Course Objective
The course focuses on major theoretical understanding to analyse media, culture, and society from a social perspective. The intention is to clarify and critically discuss how these levels of analysis can elucidate the emerging digital world and social media, along with the changing individual relationship, Interaction and identity.
Learning Outcomes
<p>Upon successful completion of this course, students will be able to:</p> <ul style="list-style-type: none"> • Familiarize themselves with select major social and digital perspectives; • Identify the factors of social phenomena and comprehend them with reference to the modern digital world • Use social theories and digital media for research and practice.

Unit No.	Topics to be Covered	Lecture Hours	Learning Outcome
1	<ul style="list-style-type: none"> • Introduction Introducing social theory: Theorizing digital society 	4L+1T	To introduce the social theory and digital society.
2	<ul style="list-style-type: none"> • Functionalist Perspectives B. Malinowski and A.R. Radcliffe-Brown: Social structure, Culture and Function T. Parsons: Voluntaristic Action Theory, Pattern variables Media culture, Society, and social transformation 	8L+3T	To introduce the functionalist approach of social theory and enable students to understand how media contribute to the functioning of society.
3	<ul style="list-style-type: none"> • Conflict Perspectives K. Marx: Inequality and conflict L. Althusser: Ideological state apparatus L. Coser: Conflict Functionalism Digital Power, inequality, and exploitation Information capital and market action 	8L+3T	To introduce the conflict perspective with reference to the changing notion of inequality and exploitation created by the digital world. It also deals with the notion of power in understanding who controls the media and differential access to media and technology.
4	<ul style="list-style-type: none"> • Interactionist Perspectives G. H. Mead and C. H. Cooley: Mind, Self, Society and Looking-glass self E. Goffman: Dramaturgy, Presentation of self in everyday life Interpersonal communication, Intimacy and the 'Self' in a Mediated society 	9L+4T	To introduce the Interactionist views and explain the digital communication and changing relationships in the digital world.

5	<ul style="list-style-type: none"> • Rethinking Social Theories in Digital World Globalization and digital governance, user ethics, Information age and digital machine formation.	7L+2T	To rethink social theory in the context of digitalization and globalization
6	<ul style="list-style-type: none"> • Class/Group Discussion, Assignment and Presentation 	6L+1T	To facilitate classroom interaction and brainstorming
TOTAL LECTURE HOURS		42L + 14T	

Textbooks:

1. Castells, Manuel. 2007. An Introduction to the Information Age. *City: Analysis of Urban Change, Theory, Action*, 2(7): 6-16.
2. Couldry, Nick. 2012. *Media, Society, World: Social Theory and Digital Media Practice*. Polity Press.
3. G. McAnany, Emile. 2002. Globalization and the Media: The Debate Continues. *Communication Research Trends*, 21 (4): 1-41. Lindgren, Simon. *Digital Media and Society*. Sage.

Reference books:

1. McLuhan, Marshall. 1992. *The Global Village. Transformation in World Life and Media in the 21st Century*. Oxford University Press.
2. Orton Johnson, Kate and Prior, Nick. 2013. *Digital Sociology: Critical Perspective*. Palgrave Macmillan.
 - Further reading will be announced in the classroom