

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE1, SEM I

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| Board of Studies in <u>Sociology</u> (OE 1) | |
| UG First Year Programme | |
| Semester | I |
| Title of Paper | Credits 2 |
| Social Media and Communication | 2 Credits |
| From the Academic Year | 2024-2025 |

Semester -I -OPEN ELECTIVE -1
Social Media and Communication

| Sr. No. | Heading | Particulars |
|---------|---|--|
| 1 | Description of the course : | The course will introduce students to the world of social media and communication past and present. It will help students to navigate the digital landscape and explore social media usage for interpersonal communication and academic purpose. The course equips students with skills to pursue higher studies and career opportunities in social media such as social media management, content creator and others. |
| 2 | Vertical : | Open Elective 1 |
| 3 | Type : | Theory |
| 4 | Credit: | 2 credits |
| 5 | Hours Allotted : | 30 Hours |
| 6 | Marks Allotted: | 50 Marks |
| 7 | Course Objectives: | <ol style="list-style-type: none"> 1. To understand traditional and modern social media. 2. To understand the relation between social media and academics. 3. To recognize the importance of social media |
| 8 | Course Outcomes: | <p>After completion of the course, learners would be able to:</p> <ol style="list-style-type: none"> 1. Recognize the difference between traditional and modern social media. 2. Establish a co-relation between social media and academics. 3. Develop better understanding of various uses of social media platforms. |
| 9 | Modules:- | |
| | Module 1: Social Media: Past and Present | |
| | <ol style="list-style-type: none"> 1. Concept of social media 2. Brief history of social media 3. Early social media platforms | |
| | Module 2: Modern Social Media Landscape | |
| | <ol style="list-style-type: none"> 1. Instagram, Twitter, Tik Tok and Snap Chats 2. Use of social media in interpersonal communication 3. Use of social media in Academics | |

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| 10 | <p>References:</p> <ol style="list-style-type: none"> 1. Boyd, D, and Ellison, N., 2007, Social network sites: Definition, history, and scholarship. Journal of computer-mediated communication, 13(1), 210-230 2. Burton, G. (2010). Media and Society: Critical Perspectives. New York; Mc Graw-Hill Publication. 3. <u>Lipschultz, J.H. (2020). Social Media Communication Concepts, Practices, Data, Law and Ethics. Routledge.</u> 4. Kaplan, A.M. and Haenlein, M. (2010) Users of the World, Unite! The Challenges and Opportunities of Social Media. Business Horizons, 53, 59-68. 5. Williams, R, and Gulati, G. J, 2017, Social Media Communication: Concepts, Practices Data, Law and Ethics. 6. https://slejournal.springeropen.com/articles/10.1186/s40561-020-00118-7 |
| 11. | <p>Internal Evaluation : 20 Marks</p> <p>1-Classroom Presentations/ Assignments - 10 Marks</p> <p>2-Essay Submission/ Book review/ 10 Marks Field Visit Report / Educational Activity Report</p> |
| 12. | <p>Format of Question Paper: for the final examination</p> <p>Time: 1hour Marks: 30</p> <p>Note: Q.1. Essay Type Questions (Based on Unit I).Marks 15 Q.2. Essay Type Questions (Based on Unit II).Marks 15 Q.3. Short Notes/Problem(Attempt any two out of four Based on all Units).Marks 15</p> |

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Dean**
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Name of the Faculty

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