Title: Fundamentals of Communication & Contemporary Media
Code: DMC-106
Semester: 1st
Rating: 3 Credit Hours

DMC-106: Fundamentals of Communication & Contemporary Media 3 Cr. Hrs

Course Description:

Digital media is form of human communication in this century, it is now part of everyday life through the use of cell phones and the internet. Fundamentals of Communication & Digital media is a foundation course to give students basic knowledge about the exciting world of communication and digital media. This course introduces fundamental concepts and essential aspects of communication studies.

Learning Outcomes:

The student will be able to

- Develop an understanding of fundamentals of communication and digital media.
- Become familiar with communication models and traditions.
- Define digital media and understand key terms in the digital media field
- Understand the evolution of media and the transition to digital media
- Explain the importance of the digital revolution

Course Contents:

1. Definitions, types and significance of communication
2. Process of communication
3. Barriers in communication
4. Essentials of effective communication
5. Nonverbal communication
6. Language and communication
7. Communication models
8. Communication code scheme
9. Traditions in communication
   - 9.1 Cybernetic
   - 9.2 Socio-psychological
   - 9.3 Socio-cultural
   - 9.4 Critical
   - 9.5 Rhetorical
   - 9.6 Phenomenological
   - 9.7 Semiotic
10. Communication and hegemony
11. Media systems in the world
12. Culture, media and communication
13. Development communication
14. International communication
15. Media Convergence
16. The Digital Environment
17. Evolution of digital media and the transition

18. Types of Digital Media
19. Digital media and key terms used in the digital media field
20. Importance of the digital revolution
21. Infrastructures and Platforms
22. Challenges associated with creating and distributing digital content
23. Major Digital Media Companies
24. Identify and analyze digital media career opportunities

Suggested Readings:

- Jin, D. Y. (2021). The Routledge Handbook of Digital Media and Globalization. Routledge.
- Griffey, J. (2020). Introduction to Interactive Digital Media: Concept and Practice. Routledge.
- Fiske, J. (2013). Introduction to Communication Studies. NY: Taylor & Francis.
- Fuchs, C. (2013). Social Media: A Critical Introduction. London: Sage
- Pavlik, J. V. (2008). Media in the Digital Age. Columbia University Press, New York.
- Rodman, G. (2012). Mass Media in a Changing World: History, Industry, Controversy. McGraw-Hill.
- Bolter, J. D. (2019). The Digital Plenitude: The Decline of Elite Culture and the Rise of Digital Media. The MIT Press, Cambridge.
- Katherine, H. (2012). How we think: digital media and contemporary technogenesis. The University of Chicago Press.
- Friedrichsen, M., Kamalipour, Y. (2016). Digital Transformation in Journalism and News Media: Media Management, Media Convergence and Globalization. Springer.
- Dewdney, A., Ride, P. (2014). The Digital Media Handbook. Routledge.
- Adam, A., Alessandro, D. (2019). Introduction to digital media. Wiley Blackwell.
- Packard, A. (2012). Digital Media Law. Wiley-Blackwell.
- Emoticons, Kaomoji , and Emoji The Transformation of Communication in the Digital Age Edited by Elena Giannoulis and Lukas R.A. Wilde
- Introduction to Digital Media Alessandro Delfanti and Adam Arvidsson
- Menon, P. K. (2005). Effective Media and Mass Communication. Aavishkar Publishers, Distributors, India.

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.