



Code	Subject Title	Cr. Hrs	Semester
SOC-403	Electronic Media and Virtual Society	3	VII
Year	Discipline		
4	Sociology		

Objective:

The course will familiarize the students with meaning, characteristics and components of virtual community. It will enable the students to visualize virtual technology, networking and tools used in virtual communities. Students will learn about scope and working of virtual community.

1 Introduction

- a. What is a Virtual Community and Why Would You Ever Need One?
- b. Characteristics of virtual communities
- c. Components of virtual communities

2 Virtual technology and networking

- a. Designing of virtual communities
- b. Creating and Exploiting Virtual communities.
- c. Extending the classroom walls electronically. In New Paradigms for College Teaching.
- d. Online Communities for Professional Development,
- e. Contributions of a Virtual Community to Self-Regulated Learning

3 Tools used in virtual communities

- a. Miracle of Internet
- b. virtual communication & marketing

4 Scope and Working of virtual communities

- a. future of virtual communities
- b. Identity and Deception in the Virtual Community
- c. The Art of Hosting Good Conversations Online
- d. Nine Principles for Making Virtual Communities Work
- e. Making Virtual Communities Work

Recommended Books:

- Beat Schmid, Katarina Stanoevska-Slabeva, Volker Tschammer. (2001). Towards the E-Society: E-commerce, E-business, and E-government
- Corien Prins. (2001). Designing E-government: On the Crossroads of Technological Innovation and ...
- David Holmes. (2005). Communication Theory: Media, Technology and Society
- John Thornton Caldwell. (2000). Electronic Media and Techno culture
- Jon Dovey, Martin Lister. (2009). New Media: A Critical Introduction
- Leah A. Lievrouw, Sonia M. Livingstone. (2002). Handbook of New Media: Social Shaping and Consequences of ICTs
- Manuel Castells. (2004). The Network Society: A Cross-cultural Perspective.
- Patrice Flichy. (2007). The Internet Imaginaire
- Peter Ludes. (2008). Convergence and fragmentation [electronic resource]: media technology.
- Steve Woolgar. (2002). Virtual Society?: Technology, Cyber bole, Reality