

# FACULTY OF MEDIA, ARTS AND DESIGN

## **ORIENTATION WEEK MA Social Media, Culture and Society SEPTEMBER 2018**

Congratulations on being accepted onto the MA Social Media, Culture and Society at the University of Westminster. As Course Leader, I look forward to working with you on your postgraduate degree. This letter includes information about your schedule for Orientation Week in September, and a list of modules offered in 2018/19. We will provide a full timetable for the year in Orientation Week; as a general guide, you should expect to have classes on three different days each week. I have also included a short list of suggested books that will help you to get a good start in your studies before arrival.

2018 is the sixth year that this course has run, and in its first five years our students have come from Argentina, Brazil, China, Cyprus, France, Georgia, Germany, India, Iran, Lithuania, the Netherlands, Nigeria, Romania, Russia, Slovakia, Spain, Thailand, Turkey, the UK and the US. One of the benefits of such an international student community is that we can all learn from a diverse body of knowledge, culture and experience from around the world. I am sure you will find your time with us in London to be productive, rewarding and enjoyable.

I've created a Facebook group just for students on this course starting in September. Please join it and introduce yourselves. That way we can all start to meet each other over the summer. You can, of course, create your own class groups on other platforms once the course begins

<https://www.facebook.com/groups/MASocialMedia1819>.

If you have any questions, you can email me at: <g.meikle@westminster.ac.uk>

Best wishes, and welcome to the University of Westminster. See you soon.

Professor Graham Meikle

Course Leader, MA in Social Media, Culture and Society

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## POSTGRADUATE ORIENTATION 2018

On Wednesday 19 September there are a number of sessions at the Harrow campus that will give you the information and resources you need to begin your studies. In the introductory session at 10am in room A1.04, we will meet each other and introduce ourselves. Professor Meikle will explain the course structure, and advise about choosing option modules. It is essential that you attend on this day to make sure you receive all relevant material, such as your student ID card, module selection and timetable, and details of where to access the learning resources you will need.

On Friday 21 September, the Student Union holds its Arrivals Fair, where you can sign up for a huge range of social and sport clubs and activities.

Classes begin on Monday 24 September.

## TIMETABLE

### WEDNESDAY 19 SEPTEMBER 2018

10am – 12pm	Introduction to your MA course	Room A1.04
1 – 2pm	Welcome meeting for new postgraduates	The Auditorium
3 – 3.30pm	Enrolment for MA Social Media, Culture and Society students	The Forum

### FRIDAY 21 SEPTEMBER 2018

11am – all day	Student Union Arrivals Fair	The Forum
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### MONDAY 24 SEPTEMBER 2018

	Classes start	
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## COURSE STRUCTURE

In semester one, **full-time students** take 7MEDS010W *Social Media: Creativity, Sharing, Visibility*, and two option modules from the table below. They **also** enrol in the *Social Media Research Project* module, 7MEDS009W. In semester one of their first year, **part-time students** take 7MEDS010W and one option.

### SEMESTER 1

Code	Module title	Module type
7MEDS010W	Social Media: Creativity, Sharing, Visibility	Core
7MEDS009W	Social Media Research Project (starts 15 October)	Core
7COMM013W	Theories of Communication	Optional
7MEST002W	Global Media	Optional
7MEDS005W	Political Economy of Communication	Optional
7COMM012W	Technology and Communications Policy	Optional
7COMM011W	Political Analysis of Communications Policy	Optional

In semester two, **full-time students** take 7MEDS004W *Critical Theory of Social Media and the Internet*, and two option modules from the table below. They **also** continue to be enrolled in the *Social Media Research Project* module, 7MEDS009W, on which they will work with an individual supervisor. In semester two of their first year, **part-time students** take 7MEDS004W and one option.

### SEMESTER 2

Code	Module title	Module type
7MEDS004W	Critical Theory of Social Media and the Internet	Core
7MEDS009W	Social Media Research Project (individual supervision)	Core
7COMM002W	Approaches to Media and Communication Research	Optional
7COMM008W	Media, Activism and Politics	Optional
7COMM006W	Media Audiences	Optional
7JRNLO16W	The Sociology of News	Optional
7COMM003W	Development and Communications Policy	Optional
7MEDS012W	Diversity in the Media: Models, Institutions, Practices	Optional

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## READING

Lecturers will provide a detailed handbook for each module when classes start, including a full reading list. There are normally several weekly readings for each module. Most readings are usually available online or in the library, but students should also expect to purchase some books throughout their studies. If you would like to get started on your reading before the course starts, some useful books for preliminary reading include:

Baym, N. K. (2015). *Personal Connections in the Digital Age*. (second edition). Cambridge: Polity.

Dijck, J. van (2013). *The Culture of Connectivity: A Critical History of Social Media*. New York: Oxford University Press.

Fuchs, C. (2017) *Social Media: A Critical Introduction*. (second edition). London: Sage.

Hinton, S. and Hjorth, L. (2013) *Understanding Social Media*. London: Sage.

Meikle, G. (2016) *Social Media: Communication, Sharing and Visibility*, New York: Routledge.

Rogers, R. (2013) *Digital Methods*, Cambridge, MA: MIT Press.

Stokes, J. (2013) *How To Do Media and Cultural Studies* (second edition). London: Sage.