NEW MEDIA CONVERGENCE

COURSE DEPARTMENT: International Master's Program in International Communication Studies
INSTRUCTOR: Trisha Tsui-Chuan Lin (林翠絹) (Associate Professor, Radio and Television Dept.)
EMAIL: trishlin@nccu.edu.tw
CREDITS: 3
COURSE TYPE: Elective
TIME: THU. 1410-1700
LOCATION: General Building 270408
OFFICE HOUR: BY APPOINTMENT

COURSE DESCRIPTION

This graduate seminar class will introduce students a range of fundamental issues about new media convergence by examining the impact of SoLoMo technologies on fast-changing media landscape. Students will learn how to use analytical lenses to understand fast-changing media convergence phenomenon at individual, organizational, and industry levels. Next, it will examine how various converging technologies affect traditional electronic mass media, Internet, and mobile industries. The political, economic, social, and cultural issues involved in media transformation and diffusion of emerging communication technologies will be investigated.

OBJECTIVES

The media industries are transforming by the forces of emerging and convergent technologies. This course is essential for IMICS students to get familiar with emerging technologies and learn how to use the knowledge and training to conduct new media user research and address practical issues in media management or related aspects. Specifically,

- students will become aware of latest media technological trends and get familiar with innovations that have potential impacts on media industries and organizations;
- students will understand how new media and convergence are shaped by social, political/legal, economic/market and cultural driving forces;
- students will learn how to apply analytical lenses to conduct research about convergent new media phenomenon.

LEARNING OUTCOMES

To keep abreast of rapid technological changes, the instructor selects emerging media cases (e.g.,
multiscreen TV, social TV, and location-based mobile advertising) for teaching and class discussions. Students are given opportunities to moderate readings of their interest in relation to weekly topics, so as to provide refreshing inputs to co-construct the learning experiences. Besides, guest speakers with domain knowledge expertise will be invited to share research or market insights about the recent development and impact of new media convergence. The final group project is designed to train students how to conduct rigorous communication research with regard to new media convergence.

ASSESSMENT COMPONENT

The student will be assessed according to the course objectives stated in this syllabus through continual assessments (CA) (100%):

1. **Class Participation & Attendance (10%)**
   
   As this course is largely seminar-based, class discussions are highly encouraged. Students are expected to read the articles and participate in topical discussions related to each week’s media areas. Attendance records will be also considered as part of the CA mark. Skipping presentations without a MC will get a Zero mark. No make-up!

2. **Topical Presentation Moderator** (Total: 20% -- 5% reading selection (5%) & Qs; oral presentation & ppt (15%)) #Each week 1-2 groups
   
   Two students as a team select one out of four weeks (W8-11) for oral presentations. The presentations should integrate knowledge and information from journal articles, book chapters or market reports (published after 2010) to elaborate important issues related to the weekly topics of new media convergence. The selected readings must be of good quality. Students are required to propose pertinent questions from the selected readings. One key paper and proposed questions must get approval from the instructor before posting them to NCCU course website one week before the presentation.

   During the moderation week, each team will have **15 minute** ppt presentation to elaborate main points and **10 minutes** to facilitate class discussions. Moderators must **upload a ppt file (including answers to Qs)** to NCCU course website **one week after the presentation**.

3. **New Media Research Term paper** (70%)

   1) Proposal (20%): presentation (5%) & proposal (15%);
   2) Term paper (40%): written paper (25%), data analysis result presentation (10%) & final presentation (5%);
   3) Discussants (5%x2): for proposals & for final papers
Proposal: Three students work as groups to write a research proposal which contains introduction, research aims, succinct literature review (relevant studies, theoretic concepts or analytical framework), and method session (<5 pages with APA references.) The topics are suggested related to groups’ weekly media presentations.

Written Paper: Three students work as groups to write a term paper in their selected media presentation area. The topic should focus on either 1) how new media technologies shape traditional media organizations or users, or 2) new media development and impact on industries, professional practices, and society. The length of the article is expected to be 3,000-5,000 words (excluding references, tables, figures, appendix, etc) with APA-style references. Each group gives a 15-min ppt presentation and 10-min presentation and Q&A.

Discussants: Individuals must play the role as the discussants for one groups' proposals and written reports. Hence, each group must upload the written proposal and final paper one week before the in-class presentations.

# All writing, papers and ppt slides must be uploaded to NCCU Moddle E-learning portal before deadlines. Soft and hard copies of proposals and final papers are required for submission.

Grading

- Class participation & attendance: 10%
- Topical presentation (Group): 20%
- Term paper (Group): 70%
- Total: 100%

SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic/Event</th>
<th>Readings</th>
<th>Special Notes</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Mid Autumn Festival</td>
<td>Public Holiday</td>
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<tr>
<td>9/15</td>
<td>Introduction &amp; course overview</td>
<td>Book: Grant, A. &amp; Meadows Ch1,3 (ICT) Video</td>
<td>Homework: Write an example of disruptive innovation shaping media industries or users</td>
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<td>Week 2</td>
<td>Understand new media &amp; disruptive innovation</td>
<td>Disruptive innovation</td>
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<td>9/22</td>
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<td>Week 3 9/29</td>
<td>Media convergence</td>
<td>Miller (2011) Ch3, Nightingale &amp; Dwyer Ch2</td>
<td>Discuss disruptive Innovation</td>
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<td>Week 4 10/6</td>
<td>Theoretical implications for convergence</td>
<td>Book: Rich Gordon Ch3</td>
<td>Select topic presentation weeks</td>
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<td>Week 5 10/13</td>
<td>New media research</td>
<td>Assigned readings</td>
<td>Discuss research proposal topics &amp; divide groups</td>
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<td>Week 6 10/20</td>
<td>New Media Regulatory Convergence</td>
<td>Book: Nightingale &amp; Dwyer Ch3 (Policy), Article: Lin (2013) Multi-screen TV</td>
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<td>Week 7 10/27</td>
<td>No class (NTU big data workshop)</td>
<td>Replaced by Prof. Stephen Lacy, Michigan State Univ. talk on “We Media.” Taiwan Academy for Information Society conference Short essay as participation (5%)</td>
<td>Nov 19 (Sat) 13:15-14:40 College of Hakka Studies, Chiao Tung University</td>
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<td>Week 10 11/17</td>
<td>Social media engagement</td>
<td>Assigned readings</td>
<td>Moderation (3) Helena &amp; Winibeer</td>
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<td>Week 11 11/24</td>
<td>Social TV as new convergence</td>
<td>Article: Shin (2013)</td>
<td>Moderation (4) Gail &amp; April</td>
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<td>Week</td>
<td>Date</td>
<td>Topic</td>
<td>Readings</td>
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| 12   | 12/1 | Research proposal presentations & discussions | Bautista, Lin & Theng (2015)  
Lin, et al. (2015) BEA paper |
|      |      |       | Proposal due  
(Upload e-copy to Moddle & submit written proposal before lecture) |
|      |      |       |          |
| 13   | 12/8 | Journalism & new media convergence (Industry-org-individual levels) | Articles:  
Lin. (2011) |
|      |      |       | Moderation (4)  
Adrian |
|      |      |       |          |
| 14   | 12/15 | Mobile media convergence: Location-based mobile advertising | Article:  
Dhar & Upkar (2011)  
Lin et al. (2015; 2016) |
|      |      |       |          |
| 15   | 12/22 | Mobile Impact: Smartphone dependency | Group research results (data analysis sharing)  
5 min presentations & 5 mins Q&A |
|      |      |       |          |
| 16   | 12/29 | Final project Discussions | Individual group discussions with instructor (20 mins) |
|      |      |       |          |
| 17   | 1/5  | Socio-cultural convergence & participation | Book:  
Jenkins p.251-294 (Participatory culture) |
|      |      |       | Upload draft papers on 1/4 midnight |
|      |      |       |          |
| 18   | 1/12 | Final presentations & Feedback | Final paper due (1/18 noon) |

**Readings**
The readings may be changed based on the class dynamics and learning feedback. Except the textbook, most of the book chapters and journal articles will be uploaded to NCCU Moodle

(1) BOOK


(2) JOURNAL PAPER & BOOK CAPTER (TO BE MODIFIED)

Buschow, Schneider & Ueberheide (2014). Tweeting television: Exploring communication activities on Twitter while watching on TV. *Communications*, 39 (2): 129-149.


Lin, T. T. C., Paragas, F., Goh, D., & Bautista, J. R. R. (Accepted).Developing emerging location-based mobile


