

SRPING SEMESTER 2022

NEW MEDIA CONVERGENCE

COURSE DEPARTMENT: International Master's Program in International Communication Studies

INSTRUCTOR: Trisha Tsui-Chuan Lin (林翠絹) (Professor, Radio and Television Dept.)

EMAIL: trishlin@nccu.edu.tw

CREDITS: 3

COURSE TYPE: Elective

TIME: Monday 1300-1600

LOCATION: 大勇 210406

OFFICE HOUR: BY APPOINTMENT

COURSE DESCRIPTION

This course will introduce students a range of fundamental issues about new media convergence by examining the impacts of ICT technologies (SoLoMo=social, locational and mobile technologies). Students will learn how to use analytical lenses to understand new media convergence phenomenon at individual, organizational, and industry levels. Next, it will examine how various emerging technologies such as 5G, multiscreen, bots, artificial intelligence affect media, Internet, and mobile industries. In addition to convergence and innovations, technology, truth and trust are key concepts to be discussed. The socio-political, economic, and cultural issues involved in media transformation and diffusion of emerging information communication technologies will be investigated. During this semester, the instructor will invite new media experts in Asia to share research experiences. In the end of semester, students will complete a research article regarding new media convergence.

OBJECTIVES

The media industries are transforming by the forces of emerging and convergent technologies. This course is essential for students to get familiar with emerging technologies and learn how to use the knowledge and training to conduct new media and 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 for teaching and class discussions. Students are given opportunities to moderate readings of their interests 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 share research or market insights about the recent development and impact of new media convergence. The final research 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 Attendance, Participation & Assignments** (25%)

As this course is largely seminar-based, participating in class discussions are highly encouraged (5%). Students should read articles assigned by the instructor and selected by the student moderators for discussions. Short assignments will take up 10% marks. Three times of absence without legitimate reasons will result in no attendance score (5%). To be noted, skipping presentations without legitimate reasons will receive a Zero mark. No make-up.

2. **Topical Presentation & journal paper moderation** (Total: 30 %-- reading selection & Qs; oral presentation & ppt)

Students select two weekly topics for PPT oral presentation of **1) topical presentation (20%) and 2) paper moderation (10%)**. **Topical presentations** should integrate knowledge and information from journal articles, book chapters or market reports to elaborate important issues related. **Paper moderation** (10%) has to introduce, interpret and analyze one journal article with leading class discussions. The selected readings must be of good quality. Each selects one key paper published after 2020 with proposed questions (one for each moderators). Topics and selected articles ought to obtain prior approval from the instructor (at least one week before the presentations) and post them to Moodle and Facebook page. Moderators must upload a ppt file (including answers to Qs) to Moodle one week after the presentation.

3. **New Media Research Term paper** (45%)

1) Proposal (10%): Oral presentation & ppt proposal;

2) Preliminary data analyses (5%)

3) Term paper (30%): Final presentation (5%); written paper (25%)

Proposal: Students work as groups for a proposal which contains introduction, research aims, succinct literature review (relevant studies, theoretic concepts or analytical framework), and method session (with APA references.) Within the scope of new media convergence, the topics are suggested related to groups' weekly media presentations. Oral ppt presentation is required.

Written Paper: 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, society or individual users.** The length of the article is expected 4,000-5,000 words (excluding references, tables, figures, appendix, etc) with 7th APA-style references. Each group will also give ppt presentations.

Discussants: Individuals must play the role as the discussants for another group's written papers. Hence, each group must upload the written proposal and final paper three days before the in-class presentations.

All writing, papers and ppt slides must be uploaded to NCCU Moodle before deadlines.

Grading

- Class participation, attendance & assignments (Individual) 25%
- Journal article moderation (Individual) 10%
- Topical presentations (Group) 20%
- Term paper (Group) 45%
- **Total 100%**

SCHEDULE

Date	Topic/Event	Readings	Special Notes Deadlines
Week 1 2/14	Introduction & course overview		
Week 2 2/21	Understand new media & disruptive innovation	<u>Book</u> : Grant, A. & Meadows Ch1,3 (ICT) Miller Ch3	<u>Video</u> Disruptive innovation
Week 3 2/28	228 Public Holiday		

Week 4 3/7	New media convergence & theoretical implications	Nightingale & Dwyer Ch2,3 Introduce final paper	Homework: Disruptive innovation & convergence
Week 5 3/14	New media research (Guest talk) Zhou Shuhua, Leonard H. Goldenson Endowed Chair in Radio and Television, Univ of Missouri 2-4pm		(video) Febbie Kwanda, IMICS graduate (fake news & journalism newsroom practices.) Kwanda & Lin (2020)
Week 6 3/21	5G, digital technologies & media innovations (Guest talk) PTS New Media Dept. Expert sharing (PTS+) Yang Lee, Supervisor, PTS Plus & PTS World Taiwan 2-4pm	Article: to be decided (Field visit to PTS to be arranged)	Discuss research proposal topics
Week 7 3/28	Multiscreen Social TV & dual screening as convergence	<u>Article:</u> Lin & others	Moderation (1) (video) Jeffry Oktavianus, HKCU postdoc (Dual screening & crisis communication in Indonesia)
Week 8 4/4	Social media engagement & polarization (Guest talk) Jeffry Oktavianus, HKCU postdoc Social media mobilization in Indonesia 3-4	<u>Article:</u> Jeffry (2020, 2021)	Moderation (2)

Week 9 4/11	Research proposal presentations & discussions		Proposal due (Upload ppt e-copy to Moodle)
Week 10 4/18	Mobile media convergence: Location-based ads	<u>Article:</u> Lin et al. (2015; 2016)	Moderation (3)
Week 11 4/25	Mobile impact: Smartphone & screen dependency	<u>Article:</u> Lin & Chiang (2016) Lin, Kononova, & Chiang (2019)	Moderation (4)
Week 12 5/2	Socialbots, disinformation & impacts	Articles Lin (2019, 2020, 2021) & others	Moderation (5)
Week 13 5/9	Preliminary data analysis	Group discussions with instructor	
Week 14 5/16	Health misinformation & Covid-19 (Guest talk) Social media, misinformation, Covid-19 Dr. Lu Tang, Associate Prof., Texas A&M University, USA (1-3)	Articles: Lu et al. (2021)	Moderation (6)
Week 15 5/23	Fake news, trust & literacy (Guest talk) Anti-vaccination misinformation Jeffrey Oktavianus, HKCU postdoc (3-4)	<u>Article:</u> Oktavianus (2021)	Moderation (7) (video) Dr. Natalie Pang, National Univ. of Singapore
Week 16 5/30	AI, deepfakes & trust <Guest speaker> (Budget constraint, to be confirmed)	Articles: To be decided	Moderation (8)
Week 17 6/6	Final presentations & Feedback	Oral presentations & Q&A .	

Week 18 6/13	Submit revised final papers	N.A.	Final paper due Upload to Moodle
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Readings

Readings may be adjusted 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

Grant, A. & Meadows, J. (Eds.).(2012). *Communication technology update and fundamentals*.(13th Edition). Boston, MA: Focal Press.

Miller, V. (2011). *Understand digital culture*. Sage Publications.

Nightingale V. & Dwyer T. (2007). *New media worlds: challenges for convergence*. Oxford.

(2) JOURNAL PAPER & BOOK CAPTER (DIGITAL FILES ON MOODLE)

Available on Moodle.