Course outline

Master's in Television, Film and Photography
TFP 502: New Media and Society
Total Marks: 100
Department of Television, Film and Photography
University of Dhaka

About this course:

It is assumed that we are living in an information society created based on a mutual constitution of digital technologies and social, political, economic, and cultural forces. This information society is global with its local and regional nuances and tensions. Digital technologies are in flux and shaping social infrastructures and challenging identity, politics, economics, and culture.

This course has the following objectives:

 a) To investigate the evolving technological phenomena such as AI, big data, robotics, and platformization.
 b) To understand the relations between technology, society, culture, politics, and economics.
 c) To understand the risks and threats in the information society such as cyber threats, cyber warfare, surveillance, and digital colonialism.
 d) To explain the geopolitical tensions in the global information society

This course will address the issues from the perspective of the global south. After doing this course students will develop a critical understanding of the new media and their social implications. It will prepare them as conscious digital citizens.

Instructor: Professor Dr. AJM Shafiul Alam Bhuiyan

Class hours: 11:00—1:30 p.m. on Wednesdays

Classroom: Rm # TFP709

Student consultation hours: Thursday afternoon

Course requirements:
Class attendance: 5%

Presentation: 10%
Theory paper: 15%, due on the last class
Midterm: 20%
Course final: 50%

Grading scale: See the Department's website.

Plagiarism/Academic dishonesty: See the Department's website.

Required texts:
A custom courseware will be made available through a print shop.

Recommended texts:

Webster, F. (1995). Theories of the InformAtion Society. London: Routledge

Weekly lecture schedule

1. **Introduction to the course**

   Plantin, J. et al (2018). "Infrastructure Studies Meet Platform Studies in the Age of Google and Facebook." *New Media & Society*, 20(1), 293-310.

2. **Theories of the Information Society**
   Webster, F. (1995). Chapter 2: Information and the Idea of an Information Society;

   Chapter 5: Information and Advanced Capitalism: Herbert Schiller;

   Chapter 9: Information and Urban Change: Manuel Castells.
   In *The Theories of the InformaAtion Society*. London: Routledge.

   Bhuiyan, A J M S A (2008). "Peripheral View: Conceptualizing the Information Society as a Postcolonial Subject." *International Communication Gazette*, 70(2), 99-116. https://doi.org/10.1177/1748048507086907

3. **Politics of AI**
   Seaver, N. (2019). Knowing Algorithms. In J. Vertesi and D. Ribes (eds.) *digitalSTS: A Field Guide for Science & Technology Studies* (pp. 412-422). Princeton: Princeton University Press.

Ng, A. (2016). What Artificial Intelligence Can and Can't Do Right Now. *Harvard Business Review.* [Andrew Ng: What AI Can and Can't Do (hbr.org)](#)

Anantrasirichai, N. and Bull, D. (2021). Artificial Intelligence in the Creative Industries: A Review*. Artificial Intelligence Review*, 55: 589-656.

Casino Jr., D. et al (2020). The Social Life of Robots: The Politics of Algorithmic Life, Governance, and Sovereignty. https://doi.org/10.1111/anti.12616

4. **Big data**
Shorey, S. and Howard, P. N. (2016). "Automation, Big Data, and Politics: A Research Review*." International Journal of Communication*, 10, 5032-5055.

Arsenault, A. H. (2017). "The Datafication of Media: Big Data and the Media Industries." *International Journal of Media and Cultural Politics*, 13 (1&2), 7-24.

5. **Platformatization**
Bygstad, B. and Hanseth, O. (2018). "Transforming Digital Infrastructures through Platformization." *Twenty-sixth European Conference on Information Systems*, Portsmouth. Uk. 1-13.

Helmond, A. (2015). "The Platformization of the Web: Making Web Data Platform Ready." *SM + S*, July-December, 1-11.

Niebord, D. B. and Poell, T. (2018). "The Platformization of Cultural Production: Theorizing the Contingent Cultural Commodity." *New Media & Society*, 20(11), 4275-4292.

Dijck, J. V. (2021). "Seeing the 'Forest for the Trees: Visualizing Platformization and Its Governance." *New Media & Society*, 23(9), 2801-2819.

6. **Digital Divide**
Van Dijk, J. (2003). "The Digital Divide as a Complex and Dynamic Phenomenon." *The Information Society*, 19, 315-326.

Barzilai-Nahon, K. (2006). "Gaps and Bits: Conceptualizing Measurements for Digital Divide/s." *The Information Society*, 22, 269-278.

Hargittal, E. (2001). "Second-Level Digital Divide: Mapping Differences in People's Online Skills." TPRC

Deursen, A. V. and Helsper, E. (2016). "The Third-Level Digital Divide: Who Benefits Most from Being Online?" *Communication and Information Technologies Annual*, 10, 29-53.

7. Transformation of the Public Sphere

Seeliger, M. and Sevignani, S. (2022). "A New Structural Transformation of the Public Sphere? An Introduction." *Theory, Culture & Society*, 39(4), 3-16.

Sevignani, S. (2022). "Digital Transformations and the Ideological Formation of the Public Sphere: Hegemonic, Populist, or Popular Communication?" *Theory, Culture & Society*, 39(4), 91-109.

Beyes, T. (2022). "Staying with the Secret: The Public Sphere in Platform Society." *Theory, Culture & Society*, 39(4), 111-127.

Stab, P. and Thiel, T. (2022). "Social Media and the Digital Structural Transformation of the Public Sphere." *Theory, Culture & Society*, 39(4), 129-143.

8. Privacy and surveillance

Zuboff, S. (2015). "Big Other: Surveillance Capitalism and the Prospects of an Information Civilization." *Journal of Information Technology*, 30, 75-89.

Surveillance Capitalism: An Interview with Shoshana Zuboff. *Surveillance & Society*, 17(1/2), 2019.

Introna, L. and Wood, D. (2004). "Picturing Algorithmic Surveillance: The Politics of Facial Recognition Systems." *Surveillance & Society*, 2(2/3), 177-198.

Bueno, C. C. (2020). "The Face Revisited: Using Deleuze and Guattari to Explore the Politics of Algorithmic Face Recognition." *Theory, Culture & Society*, 37(1), 73-91.

Bellanova, R. (2017). "Digital, Politics, and Algorithms: Governing Digital Data through the Lens of Data Protection." *European Journal of Social Theory*, 20(3), 329-347.

9. **Cybersecurity**

Cavelty, M. D. (2015). "Chapter 27: Cyber-security." In *Contemporary Security Studies* (pp. 401-416). Open University Press.

O'Connell, M. E. (2012). "Cyber Security without Cyber War." *Journal of Conflict and Security Law*, 17(2), 187-210.

Chesney, R. and Citron, D. (2019). "Deepfakes and the New Disinformation War: The Coming Age of Post-Truth Geopolitics." *Foreign Affairs*, 98(1). 147-155.

Robinson, M., Jones, K. and Janicke, H. (2014). "Cyber Warfare: Issues and Challenges." *Computers & Security*, 49, 70-94.

10. **Identity and Digital labor**

Singh, C. L. (2010). "New Media and Cultural Identity." *China Media Research*, 6(1), 86-90.

Zemmels, D. R. (2012). "Youth and New Media: Studying Identity and Meaning in an Evolving Media Environment." *Communication Research Trends*, 31(4), 4-22.

Fuchs, C. and Sevignani, S. (2013). "What is Digital Labour? What is Digital Work? What's Their Differences? And why do these Questions Matter for Understanding Social Media?" *Triple C*, 11(2), 237-293.

Bucher, E. and Fieseler, C. (2017). "The Flow of Digital Labor." *New Media & Society*, 19(11), 1868-1886.

11. **New media and Social Movement**

Markham, T. (2014). "Social Media, Protest Cultures and Political Subjectivities of the Arab Spring." *Media, Culture & Society*, 36(1), 89-104.

Wolfsgeld, G., Segez, E. and Sheater, T. (2013). "Social media and the Arab Spring: Politics Comes First." *The International Journal of Press/Politics*, 18(2), 115-137.

Tai, Z. (2015). "Networked Resistance: Digital Populism, Online Activism, and Mass Dissent in China." *Popular Communication*, 13, 120-131.

12. **Digital colonialism**

Pinto, R. A. (2018). "Digital Sovereignty or Digital Colonialism?" The *SUR File on Internet and Democracy*, 15(27), 15-27.

Jin, D. Y. (2013). "The Construction of Platform Imperialism in the Globalization Era." *triple C*, 11(1), 145-172.

Cruz, C. C. (2021). "Decolonizing Philosophy of Technology: Learning from Bottom-UP and Top-Down Approaches to Decolonial Technical Design." *Philosophy & Technology*, 34, 1847-1881.

Schiwy, F. (2009). "Decolonizing the Technologies of Knowledge: Video and Indigenous Epistemology." *Digital Decolonizations/ Decolonizing the Digital Dossier*, http://trinity.duke.edu/globalstudies/

13. Tensions in the global information society—splitting the Internet

Lemley, M. A. (2021). "The Splinternet." *Duke Law Journal*, 70(6), 1397-1428.

Hoffman, S., Lazanski, D. and Taylor, E. (2020). "Standardizing the Splinternet: How China's Technical Standards Could Fragment the Internet." *Journal of Cyber Policy*, 5(2), 239-264.

Epifanova, A. (2020). "Deciphering Russia's "Sovereign Internet Law": Tightening Control and Accelerating the Splinternet." DGAP Analysis, 2. Berlin.

Bown, C. P. (2020). "How the United States Marched the Semiconductor Industry into Its Trade War with China." http://hdl.handle.net/11159/5735

14. Transborder data flow

Fishman, W. L. (1980). "Introduction to Transborder Data Flows." *Stanford Journal of International Law*, 16, 1-26.

Kong, L. (2010). "Data Protection and Transborder Data Flow in the European and Global Context." *The European Journal of International Law*, 21(2), 441-456.

Hummel, P. et al (2021). "Data Sovereignty: A Review." *Big Data & Society*, 1-17.

Gunasekara, G. (2007). "The "Final" Privacy Frontier? Regulating Trans-Border Data Flows." *International Journal of Law and Information Technology*, 17(2), 147-179.

Research Paper Guideline

- You are expected to write a conceptual/ theoretical paper on any of the course topics.

- Models of conceptual paper:

You can either do a theory synthesis or theory adaptation paper. Elina Jaakkola (2020) developed excellent frameworks for different conceptual/ theoretical papers. You can follow that.

a) Theory synthesis:

In this approach concepts from different theoretical perspectives are integrated to study a phenomenon (Jaakkola, 2020).

Objectives of theory synthesis:

Summarizing and integrating current understandings to develop a new approach to understand the phenomenon.

Research design:

Identification of a phenomenon, selection of theory/ theories to address the phenomenon, and identifying the lack and presenting a new approach address that.

b) Theory adaptation:

"Changing the scope or perspective of an existing theory by informing it with other theories/ perspectives" (Jaakkola, 2020) or applying it in different contexts.

Objective of theory adaptation:

Revising the existing theory, resolving its limitations, expanding its application domain, and identifying new dimensions of the existing theory.

Research design:

Selecting a theory or concept, shift its levels of analysis or apply it to explore new aspects.

- You must develop an argument and generate evidence to prove it.

- Language: Bangla/ English

- Referencing style: APA; in-text citations and reference/bibliography are must.

- Paper length: Not more than 3000 words including the bibliography.

- Due date: in the last class

Paper grading criteria

Criteria	Comments
Argument (Originality, strength)	
Evidence (Primary/ secondary, Quality of sources, Incorporation of information/ data)	
Language (Grammar, coherence)	
Referencing (Style, consistency, in-text and in the bibliography)	
Overall grade	