



Indian Institute of Management Indore

INTEGRATED PROGRAMME IN MANAGEMENT (IPM) TERM: IX

TITLE OF THE COURSE: New Media and Society
CREDITS: 2

COURSE DESCRIPTION

This course is aimed at introducing students to sociological concepts and foundations of new media in society, with a specific focus on contemporary India. It also aims to give them a hands-on experience in understanding and analyzing the role of new media in enabling social change. It draws from sociological perspectives that move beyond 'technological determinism' and sheds light on the real-world implications of the rise of ICTs and the implications of the 'networked' nature of our societies today.

The course begins with a survey of key concepts in sociology of new media, including the theories of networks by Barry Wellman (2012), Manuel Castells. It surveys a diverse set of readings/case studies and practical assignments to understand the 'networked' social dimensions associated with new media and mobile communications, and the way they enable change in existing social order. In addition, using basic social network analysis (SNA) tools the course also helps students explore the micro-foundations that are driving changes across key domains of social life. By moving the focus from technology to social context including the most recent debates around various #hashtag movements, the course gives students an in-depth introduction to one of the most fascinating developments in contemporary societies.

COURSE OBJECTIVES

- 1) **CO 1:** Introduce and develop a sociological understanding of new media (and ICTs more broadly) that goes beyond 'technological determinism.'
- 2) **CO 2:** Students understand and explore a basic framework of 'network society', and related concept of 'networked individualism' as well as a host of thematic issues concerning social affordances of online communication and new media.
- 3) **CO 3:** Students will be able to independently deploy these concepts and use basic tools in social network analysis (SNA) to explore the role of new media in specific social contexts.
- 4) **CO 4:** Students will be able to empirically and question popular notions of 'digital divide' and be able to engage more meaningfully with the role of social media in various of social life, including business, social entrepreneurship and social movements in India.