

Digital Cultures, People and Businesses

Credits	3.0
Faculty Name	Prof. Smeeta Mishra
Program	MBA (BM): Class 2020-21
Academic Year	2019-21: Term V

1. Course Description

This course deals with developing and managing brand “You” - It is not about products and services. It aims to help students use social media for personal branding and career growth in an uncertain and rapidly changing world. Even as the pandemic has highlighted the importance of effective communication in remote working contexts, the course will focus on ways to enrich digital communication and avoid digital monotone.

It will also highlight the role of social media in crisis communication. It will help students understand and engage with the always-on world of online communication where identities are constantly updated and reputations can be tarnished almost instantaneously both for businesses and individuals.

The course will encourage students to examine the interaction of social media and culture in various realms of our lives at a time when people are rapidly transforming from passive consumers to active content creators. While practices of increased collaboration and sharing are creating new possibilities, digital disparities seem to be reinforcing old boundaries in some cases and creating new ones in others. Overall, the course aims to give students an understanding of various aspects of digital culture from a cultural studies perspective (media and communication research).

Student Learning Outcomes

Students will be able to:

1. Improve personal branding, build and manage powerful online impressions
2. Improve digital communication and collaboration in remote working contexts.
3. Plan and manage online crisis communication at the business and individual level
4. Understand digital cultures and leverage it for business

2. Required Text Book

Kaul, A. & Chaudhri, V. (2017) *Corporate Communication through Social Media: Strategies for Managing Reputation*. Sage: New Delhi.

3. Reference Material

- Handouts and other reading material uploaded on AIS

S. NO. AND DATE	SESSION DETAILS	READINGS
1-3	Introduction to the course - Online Personal Branding -Affordances offered by social media -Multiple Identities and the “elastic” self -Managing Online Identities -Social Capital and Professional Outreach	a).Future Identities: (DR2- 3) b) Online Personal Branding: Processes, Challenges, and Implications. Lauren I. Labrecque, L.I., Markos, E. & Milne, G.R. Journal of Interactive Marketing. d) We Googled You (HBR Case Study) by Diane Coutu
4	Community and Social Media: “Alone Together” -Sharing Selves -Displaying the “social” -Offline-Online Anxieties -Disconnected connections	a) Reclaiming Conversation: The Power of Talk in a Digital Age by Sherry Turkle Read chapter “The Flight from Conversation”
5	Effective Communication in Remote working contexts -Remote Digital Communication - Remote Collaboration - Avoiding digital monotone	Handouts will be given
6	Blogging and Micro-blogging cultures: Facebook and Twitter -The elastic self “Attentional barter” -The rise of clickbait -Connecting with content - Best Practices	The Attention Merchants by Tim Wu (Part V). “The elastic self” by Tricia Wang
7-8	Role of Social Media in Crisis Communication -Case studies on the role of social media in crisis communication	a) Online Communication Strategies for Managers by S. Mishra & M.M. Monippally (chapter 8) b) Case studies on the role of social media in crisis communication
9-10	Crisis Communication Presentations	Students will present in class

11-12	Creating a video film using video ethnographic methods <ul style="list-style-type: none"> - Introducing “thick data” - How to plan and shoot - How to do video interviews 	b) Shrum, W. & Scott, G. (2016). Video Ethnography in Practice. Chapt 3 & 4
13-14	YouTube Cultures <ul style="list-style-type: none"> -Vlogging -YouTube and participatory culture: Birth of the Micro--Celebrity -Degrees of “publicness” -Social interaction and co-viewing 	a) YouTube: Online Video and Participatory Culture by Jean Burgess, Joshua Green (Chapters 3 & 4) b) YouTube videos c) Fägersten, KB (2017). The role of swearing in creating an online persona: The case of YouTuber PewDiePie. Discourse, Context & Media
15	Cybercultures & Internet Memes <ul style="list-style-type: none"> -Mapping user-generated content -Corporate use of memetic content -Culture jamming -Memes and subversive meanings 	a) Memes in Digital Culture by Limor Shifman (chapter 4 & 7) b) Milner, R. M. (2013). Pop Polyvocality: Internet Memes, Public Participation, and the Occupy Wall Street Movement International. Journal of Communication 7
16-17	Cybercultures & Subcultures <ul style="list-style-type: none"> -Cyberpunk -Hacktivism - Cyberhate -Fans and Fan communities 	a) An Introduction to new media and cybercultures by Pramod K Nayar. Chapter 4
18-19	Guest Lecture: Getting your Video Project ready	
20	Privacy, the Future of Identity and the Internet <ul style="list-style-type: none"> -Consequences of Connectivity -Anonymity, Pseudonymity and “Real Name” Internet -Privacy for the Privileged Digital Detox and Social --Media Sabbaticals Dangerous Divides 	a) Alexa, play some music. The Startup b)Your Apps know what you did last night, NY Times c)Portwood-Stacer, L. Media refusal and conspicuous non-consumption, New Media & Society d)Ricardo, G. et al. Images of resistance to ICTs and connectivity, First Monday 20(11)

5. Evaluation Pattern

Online Identity Assignment	25 marks
Vlogging Assignment	20 marks
Crisis Communication Presentation	25 marks
Video Project (Final)	30 marks

6. Academic Integrity

Students are expected to read the recommended book chapters and study material before joining class on Zoom. You are expected to actively participate in class discussions. I take all forms of academic dishonesty very seriously. I expect you to take responsibility for your work. I expect originality in all your assignments. You are advised to strive for 100% class attendance. All the best!