

COMM 6310 : Media, Technology, & Society

This course explores the reciprocal relationship between digital media, society, and technology. Drawing from Marshall McLuhan's theories and the concept of media ecology, students examine how digital media shapes and is shaped by active audience engagement. Through theoretical readings, case studies, and discussions, topics such as identity formation, social relationships, and cultural production are explored. Students gain insights into the holistic nature of media ecosystems and develop a nuanced understanding of the dynamic interplay between digital media and society. The course focuses heavily on the socio-cultural, ethical, moral, and humanistic questions that arise with the advent of new technologies. Practical assignments allow for hands-on exploration of digital media phenomena, equipping students with critical thinking skills for navigating the everevolving digital landscape.

Credits 3

Course ID

009496

Course Component

Colloquium

Semester Offered

Offered as needed