



# Short Syllabus



## Course Title

**DIGITAL DISCOURSE**

## Lecturer

Dr. Carmel L. Vaisman

## Contact details

[Carmell@tauex.tau.ac.il](mailto:Carmell@tauex.tau.ac.il); office hours by appointment

## Semester

Fall 2021

## Short Description

The course offers an understanding of contemporary digital cultural issues through a historic perspective on media and a critical discourse perspective. The course's aim is to introduce students to the key tropes of digital cultural research, such as identity, community, publics, and social change, while developing a critical sensitivity to the linguistic and metaphorical categories used in discourses about technology and the power relations they constitute. The course entails both critical and creative engagement with a range of contemporary genres and phenomena such as emoji, selfies, memes, trolling, Wikipedia, surveillance, influencer cultures, and more.

## Final grade components

Midterm:

A creative content assignment of your choice (video, podcast, meme etc.) OR a short paper (2-3 pages) - 20% of the grade

Final requirement:

A final paper (4-6 pages) - 60% of the grade

Participation:

Most classes include discussions and minor assignments in small groups - 20% of the grade

## Attendance

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

## Academic Conduct

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.



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## Additional requirements

Bring laptops/tablets/smartphones to class, we will be putting your time spent on social media to good use in class