



Short Syllabus



Course Title

DIGITAL DISCOURSE

Lecturer

Dr. Carmel L. Vaisman

Contact details

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