Semester: 8				
Course : Mass Communication and Videography				
Paper title: Digital Media				
Paper code: C4MV230821T			**Credits: 6**	
Hours/week : 4				
Category: Core/MDC/SEC/VAC : Core				
Theory / Practical / Composite : Theory				
No of Modules : 2				
Course Overview: This course introduces students to contemporary debates in new media and digital culture by examining the transformation from traditional media to networked digital environments. It explores new media theory, participatory culture, transmedia storytelling, and the rise of network societies in relation to power, identity, and global communication. The course further analyses platform capitalism, digital labour, surveillance, and data commodification within contemporary media economies. Special emphasis is placed on algorithms, algorithmic culture, and platform governance, including social media visibility and recommendation systems. Students also engage with emerging issues in AI, automation, deepfakes, ethics, bias, and digital inequality in contemporary media cultures.				
Course Outcome:				
Remember to identify and define key concepts related to new media, digital culture, platform capitalism, algorithms, network society, and participatory culture.				
Understand major theoretical frameworks associated with digital media, including convergence culture, software culture, network society, and algorithmic governance.				
Apply concepts of platform studies, algorithmic culture, and political economy to analyse contemporary digital platforms, social media systems, and media technologies.				
Analyse the relationship between media, data, algorithms, power, labour, identity, and global communication in contemporary digital environments.				
Evaluate the ethical, political, and social implications of AI, surveillance capitalism, datafication, digital inequality, and algorithmic bias.				
Create and develop independent research projects, digital analyses, or creative media outputs using theoretical and methodological approaches from new media studies.				
Prerequisites: Foundational knowledge of media and communication studies.				
SYLLABUS				
UNIT/Module	**CONTENT**	**HOURS or NUMBER OF CLASSES**	**CO Mapping**	**COGNITIVE LEVEL**
	MODULE 1: **Foundations of New Media Theory** The concept of “new media”. Historical transition to digital culture. Database logic, interface, and software culture. Digital aesthetics and mediation.	**4**	**CO1, CO2, CO3, CO4, CO5, CO6.**	**KI, K2, K3, K4, K5, K6.**

	Convergence and Participatory Culture Convergence culture and media hybridity. Participatory culture and fandom. Transmedia storytelling. **Network Society and Digital Power** Network society and information flows. Power, communication, and globalisation. Digital publics and identity. **Module 2** **Digital Labour and Political Economy** Platform Capitalism User's labour and surplus extraction Platform Labour Labour in the IT sector **Algorithms and Algorithmic Culture** Recommendation systems, algorithmic governance and platforms. **Data, Artificial Intelligence and Media Futures** Datafication and information economies. AI in media production. Deepfakes. Generative media. AI and Ethics.			
Text Books				
Suggested readings				

- Andrejevic, M. (2013). *Infoglut: How too much information is changing the way we think and know*. Routledge.
- Arora, P. (2019). *The next billion users: Digital life beyond the West*. Harvard University Press.
- Athique, A., & Parthasarathi, V. (Eds.). (2020). *Platform capitalism in India*. Palgrave Macmillan.
- Berman, D. (2025). On optimization: Cultural labor in platform capitalism. *New Media & Society*. Advance online publication. https://doi.org/10.1177/14614448251338514
- Berry, D. M. (2025). Synthetic media and computational capitalism: Towards a critical theory of artificial intelligence. *arXiv*.
- Bourne, C. (2024). AI hype, promotional culture, and affective capitalism. *AI and Ethics, 4*, 757–769.
- Castells, M. (2010). *The rise of the network society* (2nd ed.). Wiley-Blackwell. (Original work published 1996)

- Couldry, N., & Mejias, U. A. (2019). *The costs of connection: How data is colonizing human life*. Stanford University Press.
- Crawford, K. (2021). *Atlas of AI: Power, politics, and the planetary costs of artificial intelligence*. Yale University Press.
- Fuchs, C. (2014). *Digital labour and Karl Marx*. Routledge.
- Gillespie, T. (2018). *Custodians of the internet: Platforms, content moderation, and the hidden decisions that shape social media*. Yale University Press.
- Hristova, S., Hong, S., & Slack, J. D. (Eds.). (2020). *Algorithmic culture: How big data and artificial intelligence are transforming everyday life*. Lexington Books.
- Huszár, F., et al. (2021). Algorithmic amplification of politics on Twitter. *Proceedings/Preprint*.
- Jenkins, H. (2006). *Convergence culture: Where old and new media collide*. New York University Press.
- Krouglov, A. Y. (2025). Alienation 2.0: The algorithmic commodification of agency in platform capitalism. *Journal of Multicultural Discourses*.
- Manovich, L. (2013). *Software takes command*. Bloomsbury.
- Mukherjee, R. (2019). *Radiant infrastructures: Media, environment, and cultures of uncertainty*. Duke University Press.
- Noble, S. U. (2018). *Algorithms of oppression: How search engines reinforce racism*. New York University Press.
- Rangaswamy, N., & Arora, P. (2016). Digital leisure in the Global South. *Media, Culture & Society*.
- Scholz, T. (Ed.). (2013). *Digital labor: The internet as playground and factory*. Routledge.
- Srnicek, N. (2017). *Platform capitalism*. Polity Press.
- Sundaram, R. (2010). *Pirate modernity: Delhi's media urbanism*. Routledge.
- Terranova, T. (2000). Free Labor: Producing Culture for the Digital Economy. *Social Text 18*(2), 33-58.
- Udupa, S. (2021). Digital publics and extreme speech. *International Journal of Communication*.
- Zuboff, S. (2019). *The age of surveillance capitalism*. Profile Books.

Web Resources:

1. https://monoskop.org/Monoskop
2. https://shodhganga.inflibnet.ac.in/
3. https://archive.org/

Evaluation:
Theory: 70
CIA: 20+5
Attendance: 5

Paper Structure for Theory Semester Exam:
Module 1
One long question out of two options – 1x15 = 15 marks
Two short questions out of four options – 2x10 = 20 marks
Module 2
One long question out of two options – 1x15 = 15 marks
Two short questions out of four options – 2x10 = 20 marks

Course outcomes (COs) and Cognitive Level Mapping

COs	CO Description	Cognitive levels
CO1	**Remember to** identify and define key concepts related to new media, digital culture, platform capitalism, algorithms, network society, and participatory culture.	K1
CO2	**Understand** major theoretical frameworks associated with digital media, including convergence culture, software culture, network society, and algorithmic governance.	K2
CO3	**Apply** concepts of platform studies, algorithmic culture, and political economy to analyse contemporary digital platforms, social media systems, and media technologies.	K3
CO4	**Analyse** the relationship between media, data, algorithms, power, labour, identity, and global communication in contemporary digital environments.	K4
CO5	**Evaluate** the ethical, political, and social implications of AI, surveillance capitalism, datafication, digital inequality, and algorithmic bias.	K5
CO6	**Create** and develop independent research projects, digital analyses, or creative media outputs using theoretical and methodological approaches from new media studies.	K6