

## MODULE HANDBOOK



### UNIVERSITAS NEGERI SURABAYA

Faculty of Social Science and Politic

Bachelor of Communication Science

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Module/Course	Student Workload	Credits	Semester	Frequency	Duration
Social Media Life / 7020103103	(3CU X 1.59 ECTS) X 28.49 = 135.89 Workhours	3 CU 4.77 ECTS	5 <sup>th</sup> / odd	Once Year	14 x meetings
1	<b>Types of courses</b> Lectures Structured, Assignments, Independent Study	<b>Contact hours</b>  (3CU X 1,59 ECTS) X {(50:170') X 28,49 Workhour s= 39, 97	<b>Independent Study</b>  (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhours = 47,96	<b>Structured Study</b>  (3CU X 1,59 ECTS) X {(60:170') X 28,49 Workhour s= 47,96	<b>Class size</b>  <b>MAX 50 STUDENT</b>
2	<b>Prerequisites for participation (if applicable)</b>				
3	<b>Program Learning outcomes</b>				
	<p>PLO 1.A Able to apply their field of expertise and use IPTEKS to solve problems and adapt to the development of social media.</p> <p>PLO 2.A Master the theoretical concepts in the field of digital media technologies in general and the theory concepts of special parts in the area of development of the social media technology, as well as be able to formulate the solution of procedural problems.</p>				

	<p>PLO 3.A Be able to take the right decisions based on the analysis of the developments of new media technologies, and are able to give clues in choosing various social media alternatives both independently and groups.</p> <p>PLO.4 A Be responsible for their own work and can be given responsibility for the achievement of the results of the organization's work.</p> <p>CLO : <i>Students are able to understand social media definitions, phenomena of social media development, changes in social media habits, and virtual lifestyle on social media that influence social change in society, including discussions about digital media, cyberspace and cyberculture, to virtual community in the case of everyday society.</i></p>
4	<p><b>Subject aims/Content</b> (learning objectives of the course/subject material)</p> <ol style="list-style-type: none"> <li>1. Explains the development of Communication Technology, New Media, and Social Media.</li> <li>2. Explains the definition and scope of New Media, Social Media Virtual Life, and Second Identity.</li> <li>3. Students can understand the concept of interactiveness in new media, the concepts of Social Media for Conversation, up to the dialogue concept to monologue.</li> <li>4. Can understand the notions of Communication Ethics in Social Media.</li> <li>5. Can understand concepts and journeys of Netizen Psychology.</li> <li>6. Can understand definitions of Cyber Community due to the presence of new media.</li> <li>7. Can understand Social Media Ads. and Social Media Campaigns.</li> <li>8. Can understand social bookmarking, social knowledge, social media insights, and crowdsourcing.</li> <li>9. Can understand geo-social video, live social ratings, social social reviews, social-social reviews and social social-revisions.</li> <li>10. Understand the strategies that include the implementation of content and content marketing concepts, including SPM-Sub-M, Revem-Social Care, Infocamps, and Content-Camps.</li> <li>11. Understand the concepts of Geosocial, Live Video, Ratings, and Reviews.</li> <li>12. Understand content marketing, Influencer Marketing, Social Care, and Social Selling.</li> <li>13. Could explain the concept of Integrating Social Media across Organizations by understanding and detailing examples of implementation of social media integration in various organizations, including strategies, benefits, and related challenges.</li> </ol>
5	<p><b>Teaching methods</b> <i>Lecture Course, Case Study.</i></p>
6	<p><b>Assessment methods</b> <i>Product/Project, Participation.</i></p>
7	<p><b>This module/course is used in the following study program/s as well -</b></p>
8	<p><b>Responsibility for module/course</b> <i>Elective Course</i></p>

**Other information (References)**

1. Quesenberry, K. A. (2020). Social media strategy: Marketing, advertising, and public relations in the consumer revolution. Rowman & Littlefield Publishers.
2. Lincoln, Susan Rice. (2009). Mastering Web 2.0 : transform your business using key website and social media tools. London: Kogan Page.
3. Van Dijk, Jan A. G. M. (2006). The Network Society Social Aspects of New Media Second edition. London: Sage Publication.
4. Flew, Terry. (2014). New Media. Victoria: Oxford University Press.
5. Gidding, Seth. (2011). The New Media and Technocultures Readers. New York: Routledge.
6. Gane, Nicholas. (2008). New Media: The Key Concepts. The UK: Bloomsbury Academic.
7. Rogers, Everett M. (1996). Communication Technologies. London: The Free Press Collier McMillan Publishing.
8. Castells, Manuel. (2010). The Rise of Network Society. London: Blackwell Publishing