




**Department of Sociology**  
**Course Name SOC348: New Media and Society**  
 **Semester:** Fall 2025  
 **Instructor:** Dr Rime Hanane Abdalli  
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## **Course Description**

This course explores the role of new media in shaping identities, activism, power dynamics, and digital inequalities. Through interactive discussions, case studies, and sociological theories, students will critically examine the impact of digital technologies on society.

## **Learning Outcomes**

By the end of this course, students will:


- ✓ Understand new media's evolution and influence.
- ✓ Analyze online identities, self-representation, and digital surveillance.
- ✓ Evaluate the role of digital activism and resistance.
- ✓ Explore power structures in media representation.
- ✓ Discuss cyber violence and digital inequalities.

# Course Outline


## Week 1: Welcome to the Digital Age 🎬

- Introduction to new media and digital transformations.
- Theorizing new media: Castells' *Network Society*, McLuhan's *Global Village*.


## Week 2: The Digital Self & Online Performance 🤖

- Digital identities and self-branding (Goffman).
- Surveillance, the quantified self, and digital footprints.
-  Case Study: Instagram & TikTok personas.


## Week 3: The Attention Economy & Platform Capitalism 💰

- Bourdieu's *Cultural Capital* in the digital world.
- Algorithmic control & monetization of attention.
-  Case Study: Influencer culture & content creation.


## Week 4: Hyperreality & Digital Simulations 🌀

- Baudrillard's *Hyperreality* and the blurring of real vs. fake.
  - Memes, deepfakes, and AI-generated content.
  -  Case Study: Virtual influencers & AI.


## Week 5: Online Activism & Digital Resistance 🦊

- The power of hashtag activism (#MeToo, #BLM).
  - Castells' *Power and Counter-Power*.
-  Case Study: Arab Spring & digital uprisings.

## Week 6: Cyber Violence & Digital Harassment ⚠️

- Trolling, cyberbullying, and gendered violence online.
  - Free speech vs. platform responsibility.
-  Case Study: Online misogyny & cancel culture.

## Week 7: Digital Inequalities & Algorithmic Bias 🌐

- The digital divide: Who has access?
- Race, class, gender in online spaces.
-  Case Study: Censorship & internet shutdowns.

## Week 8: The Future of New Media 🚀

- AI, Big Data, and digital governance.

- Metaverse & Web 3.0.
- 📌 Final discussion: Utopian vs. dystopian futures.



## Readings & Resources

- 📖 Castells, M. (2011). *The Rise of the Network Society*.
- 📖 Baudrillard, J. (1994). *Simulacra and Simulation*.
- 📖 Bourdieu, P. (1986). *The Forms of Capital*.
- 📖 Boyd, D. (2014). *It's Complicated: The Social Lives of Networked Teens*.

Additional readings & materials will be provided weekly.



## Course Approach

This course blends theory with real-world examples through **interactive discussions, guest talks, and digital ethnography exercises**. Be ready to explore, question, and challenge digital realities! 🌐✨