

ISC 383 - Introduction to Social Media
Assignment due Apr. 4, 2020 Via Blackboard submission link

“While to adults the Internet primarily means the world wide web, for children it means email, chat, games — and here they are already content producers. Too often neglected, except as a source of risk, these communication and entertainment focused activities, by contrast with the information-focused uses at the centre of public and policy agendas, are driving emerging media literacy. Through such uses, children are most engaged — multi-tasking, becoming proficient at navigation and manoeuvre so as to win, judging their participation and that of others, etc.... In terms of personal development, identity, expression and their social consequences— participation, social capital, civic culture- these are the activities that serve to network today’s younger generation.”

—Livingstone, 2003, pp. 15-16.

Structure:

1. Introduction

- 1.1. Describe social media as a trend and the role that social media plays in communication.
- 1.2. Discuss the statement: “We are moving away from a world in which some produce, and many consume media, toward one in which everyone has a more active stake in the culture that is produced” (Jenkins, 2006 p. 10)

2. Body

- 2.1. What is the importance of social media? How has social media influenced business?
- 2.2. The fascination with celebrities has increased in recent times. Define celebrity endorsement and discuss its wide usage in social media marketing.
- 2.3. Discuss accessibility and the Internet as a continual source of news, entertainment, and education: ‘the new digital environment expands the scope and reach of consumer activities’ (Jenkins, 2006, p. 215).
- 2.4. Define social currency. What is the significance of brands with high social currency?
- 2.5. Describe (your) productive use(s) of social media.

3. Conclusion

- 3.1. What are the challenges that social media face in today’s society?

Your assignment must be structured as follows: Use a minimum three pages and no more than four pages, including an introduction, body, and conclusion (incl. one page with listed references and bibliography). Type the essay single spaced using Times New Roman 12 font.

You will be graded based on your descriptions, explanations and analyses. Use balanced approach where you include at least two viewpoints; be critical – what is good or bad about the material available; always clarify and identify components of the issue; and compare – look for similarities and differences.