

COMM206N : Social Media

Today's society is directly impacted by social media. Twenty-first century political, social and economic changes have been effected through the use of social networking. In the competitive media world, journalists must possess social media skills. This course will focus on the analysis and use of current and emerging social media, such as Twitter, Facebook, Tumblr, YouTube, SnapChat, Pinterest, Reddit, and other platforms. Students will explore the history, effect, appropriate uses of social media and will learn to craft appropriate messages utilizing the various platforms for different genres of journalism.

Class Hours 3

Lab Hours 0

Credits 3

Prerequisites

ENGL101N or ENGL110N.