

## **MCA-373 Trends in New Media (3 Credit hrs)**

### **Course Objectives**

1. This course develops core skills in the creative production of advertising strategies for Internet and interactive advertising. It will provide students with a critical understanding of the nature of emerging trends in creative advertising and key principles for effective Internet, email, mobile phone and emerging media campaigns. It will help them examine how creative advertisers use emerging media for serve advertising objectives; how new media influences the creative process; and above all how to design concepts for new media products. It will provide an awareness of the latest strategy and techniques in Internet and interactive advertising and how to implement them.

### **Learning Outcomes**

2. On completion of this course students will have:
- a. An understanding of a range of persuasive techniques as applied across online, email, mobile and other emerging media.
  - b. Skills to plan, develop and present new media campaigns utilising new technologies including internet advertising, email, mobile and social media.

### **3. Contents**

- a. Introduction to digital advertising strategies, current to the future;
- b. Introduction to Media of Digital Communication.
- c. Web 2.0 and Digital Humanities;
- d. What are Digital Ethics?
- e. YouTube. Facebook. Smartphones. Twitter: How new-media technologies are interacting with individuals and society?
- f. Integrated New Media Concepts (Virtual Reality, Augmented Reality, Designing Interaction)
- g. Integrated new media campaign strategies - planning, budgeting, measuring and analyzing;
- h. Developing new media campaigns- including the Internet, mobile phones and email;
- i. Thinking with Machines;
- j. Contribution to the Knowledge Economy: Creating Content for interactive media

## **References**

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3. Lanier, Jaron (2010). *You Are Not a Gadget : A Manifesto*. New York: Knopf.
4. William Gibson (1986). *Neuromancer*, Ace.
5. Papacharissi, Z. (Ed.). (2010). *A Networked Self: Identity, Community, and Culture on Social Network Sites*. New York: Routledge.
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7. Marshall, P. D. (2004). *New Media Cultures*. London: Hodder Arnold
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12. Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, fans, and followers: Do ads work on social networks? *Journal of Advertising Research*, 51(1), 258-275.
13. Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30 (1), 13-46.