Module code: MOD004778	**Version:** 1 **Date Amended:** 29/Apr/2015

1. Module Title

Politics and Social Media

2a. Module Leader

Richard Carr

2b. School

School of Humanities and Social Sciences

2c. Faculty

Faculty of Arts, Humanities, Education and Social Sciences

3a. Level

6

3b. Module Type

Standard (fine graded)

4a. Credits

15

4b. Study Hours

150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:	None		

6a. Module Description

New media, and particularly online social media, have become a fixture in today's socio-political context. The ubiquity of online social media like Twitter and Facebook, among other platforms, have given them not only a social dimension but also one that facilitates political activism, exchange and perhaps control. This module explores the role of social media in political practices, and the production of political knowledge as well as power. The module introduces the many facets of social media in political theory and practice, before considering real world impact areas of social media today in a range of issue areas. Emphasis is given to how social media impacts on activism and protest, political campaigning, but also how explore the darker side of social media freedom. The module is structured in two parts and begins with an engagement of theoretical aspects relevant to politics and social media. In this part it explores and contrasts the virtual with the real, and examines how they relate to one another in current socio-political contexts. The second part engages with concrete cases in which social media have played an active role for social and political impact. As part of the module, students will be encouraged to participate actively with social media on a political topic of their choice and assess the value and role of the online social media platform. The module is taught by lectures and seminars.

6b. Outline Content

The role of social media in national and international politics.

Topics include:

Facebook, Twitter et al. – Online social media: An Introduction

The virtual, the real and virtual reality

Social media or political media?

Power, plurality and speech in social media

Media, state and society

Democratic and non-democratic states and social media

Social media as a tool for political campaigns

Social media and civil society

Social media, protest and activism

Revolution 2.0: Social media and revolt

Social media for propaganda and political control

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

N/A

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Demonstrate an understanding of the dynamics between the virtual and the real affecting politics through social networks
2	Knowledge and Understanding	Understand and contrast the role of social media in democratic and non-democratic regime types
3	Intellectual, practical, affective and transferrable skills	Use critical skills in analysing the effectiveness of social media for political power, revolution and resistance
4	Intellectual, practical, affective and transferrable skills	Critically assess the benefits and disadvantages of online social networks for national and international political contexts

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2025/6	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence

Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	12	1-4	Lecture 1hr X 2 X 12 weeks
Other teacher managed learning	12	1-4	Seminar 1 hr x 12 weeks
Student managed learning	126	1-4	Student managed learning of written, IT, visual & material sources
TOTAL:	150		

9. Assessment for the above Module Occurrence

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	50 (%)	Fine Grade	30 (%)

Essay 1,500 words

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-4	50 (%)	Fine Grade	30 (%)

On-line blog and twitter feed 1,500 words

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]