COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
DIGITAL SELF: EXPERIENTIAL / RESEARCH PROJECT	

Academic staff	Core academic unit(s)
Coordinator: prof. dr. Loreta Vaicekauskienė **Other(s):** doc. dr. Anastasija Belovodskaja, dr. Ernesta Kazakėnaitė, dr. Ringailė Trakymaitė, doc. dr. Vuk Vukotić	VU Faculty of Philology

Study cycle	Type of the course unit
Master	Optional

Mode of delivery	Semester or period when it is delivered	Language of instruction
Lectures, seminars, tutorials, individual work	Spring	English

Requisites	
Prerequisites: none	**Co-requisites (if relevant):** you must concurrently enrol in the core course „**Digital self". Protest culture and discourses of activism**

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	112	16	96

Purpose of the course unit

The idea of this course is to help students acquire the necessary knowledge and tools for independent study of (digital) media language, linguistic creativity, identity construction, and media activism. NB. A more specific version of the course content and assignments is available on the VU Teams / Moodle platform.

General skills:
Analytical, critical and creative thinking: to critically evaluate, systematize and process information from various sources; to improve existing and generate new ideas.
Problem-solving, social and communicative skills: to identify relevant problems to be solved, to discuss alternative choices; to offer and apply problem-solving solutions; to make informed decisions, based on facts and experience; to engage in constructive teamwork.
Academic and professional ethics: understand and respect ethical requirements; to comply with the principles of responsibility and integrity; to engage in dialogue and seek mutual understanding.

Subject-related skills:
Knowledge about and application of the theories and methods of the field; ability to formulate a research question and to communicate research findings to different audiences.

Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Students will learn and apply the main theories on media language and digital identities, connect theory with practice as	Readings (about 100 pages, mainly related to the preparation of the project); group discussions; peer to peer evaluation.	Chosen written assignment.

Topics	Lectures	Tutorials	Seminars	Total	Self-study	Assignments
well as develop creative and analytic skills to interpret different aspects of the studied phenomena.						
1. Presentation of the course	2			**2**		
2. **A marketplace for project ideas**. Students are invited to share their ideas on what (digital) media related topics they would like to study and how. Discussion can include proposals for inspiration suggested by teachers, as well as a review of previous students' theses about media and activism in the Nordic and Baltic region.			2	**2**	2	Readings on methods in digital media studies. Peer-review: supportive critique. **Possible experiential projects**: • Simulating an activism campaign on digital media in a chosen field • Field research: meeting with activists • Creating an impactful narrative using multimedia (videos, podcasts, blogs) to raise awareness for a cause • Public *versus* private digital "selves" - analysis of public individuals on social media **Possible research projects**: • Analysis of a case study on digital media (e.g., a hash-tagged public campaign; developing of a meme) • Analysis of digital interactions on a chosen network case study
3. **Experiential knowledge: doing and reflecting.** Guiding principals of experiential report. Introspection, auto-ethnography	2			**2**	4	
4. **Research methods in digital media:** based on students choices relevant research methods are presented: critical discourse analysis; multimodal analysis; social semiotics and others, incl. NVivo coding.	2		2	**4**	6	
5. Developing of the chosen research project. Presentation of the project		4	2	**6**	84	
Total:	6	4	6	**16**	96	

Assessment strategy	Weight %	Deadline	Assessment criteria
You may choose one of the proposed assignments: Group or individual research paper Experiential project and report (an individual paper) Recommended thematic areas for projects: city, migration, technology, nature, gender, education. Recommended communities to study: your study community; comparative study of several communities.		The end of the exam session	Depth of reflection, analytical depth, critical analysis, relevance of examples, and connection to theoretical frameworks.

Readings (Literature is self-selected or based on the core course reading list)

2024.11.21