MASTER SYLLABUS

ENGL 311/TCOM 310 – IDENTITY IN THE DIGITAL AGE

CIP Code: 090702

Prepared By: Kirk Jones
Updated By: Kirk Jones
A. **TITLE:** Identity in the Digital Age

B. **COURSE NUMBER:** ENGL 311/TCOM 310

C. **CREDIT HOURS:**
   3 Credit Hours
   3 Lecture hours: 3 per week

   Course Length: 15 Weeks

D. **WRITING INTENSIVE COURSE:** No

E. **GER CATEGORY:** None

F. **SEMESTER(S) OFFERED:** Fall

G. **CATALOG DESCRIPTION:** Students explore theories of identity and their evolution in the digital era, noting how self-presentation has changed through the use of multi-media communication, and how social interaction in digital spaces has changed. In the course, students read and interpret multi-media texts, noting how image, sound, and language affect self-presentation. The course closes with an applied learning unit in which students employ ethnographic methodologies to explore identity in digital spaces. Three hours of lecture per week.

H. **PRE-REQUISITES/CO-REQUISITES:**
   a. Pre-requisite(s): ENGL 101

I. **STUDENT LEARNING OUTCOMES:**

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO</th>
<th></th>
<th>PSLO</th>
<th>GER</th>
<th>ISLO</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Analyze real-world accounts of identity negotiation, highlighting the variables used to express and articulate identity.</td>
<td>TCOM PSLO 2 – Critical Thinking</td>
<td></td>
<td></td>
<td>2 [CA]</td>
</tr>
</tbody>
</table>
b. Apply ethnographic methodologies to explore social group dynamics and social identity negotiation in digital settings.

c. Analyze multi-media self presentation and describe how digital media is used to establish social identity.

d. Explain the history and development of social groups in digital spaces.

<table>
<thead>
<tr>
<th>KEY</th>
<th>Institutional Student Learning Outcomes [ISLO 1 – 5]</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISLO #</td>
<td>ISLO &amp; Subsets</td>
</tr>
<tr>
<td>1</td>
<td>Communication Skills</td>
</tr>
<tr>
<td></td>
<td>Oral [O], Written [W]</td>
</tr>
<tr>
<td>2</td>
<td>Critical Thinking</td>
</tr>
<tr>
<td></td>
<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
</tr>
<tr>
<td>3</td>
<td>Foundational Skills</td>
</tr>
<tr>
<td></td>
<td>Information Management [IM], Quantitative Lit./Reasoning [QTR]</td>
</tr>
<tr>
<td>4</td>
<td>Social Responsibility</td>
</tr>
<tr>
<td></td>
<td>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</td>
</tr>
<tr>
<td>5</td>
<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
</tr>
</tbody>
</table>

J. APPLIED LEARNING COMPONENT: Yes___X___  No______

Research

K. TEXTS:
(Representative texts; texts chosen by instructor)


## REFERENCES:


dating: the effects of gender, self-monitoring, and personality traits. *Journal of

York: Routledge.

Curtis (Ed.) *The Relational Self: Theoretical convergences in psychoanalysis and
social psychology*. New York: Guilford Press.

and gender on MySpace *Journal of Applied Developmental Psychology* 29,
446-458


Rimskii, V. (2011). The influence of the internet on active social involvement and the
formation and development of identities. *Russian Social Science Review*, 52(1),
79-101.

Stone, B., & Richtel, M. (2007, July 16). The hand that controls the sock puppet could
2007/07/16/technology/16blog.html?pagewanted=all

Press.


**M. **EQUIPMENT: Technology-enhanced computer lab
N. **GRADING METHOD:** A-F

O. **MEASUREMENT CRITERIA/METHODS:**
   - Exams
   - Quizzes
   - Papers
   - Participation

P. **DETAILED COURSE OUTLINE:** (must use the outline format listed below)

I. Identity: An Introduction
   A. Dualism
   B. Psyche
   C. Persona
   D. Relational Identity
   E. Social Identity
      i. Tajfel & Turner – Social Identity as a Process
      ii. Social Groups
      iii. Intergroup Relations & Cognitive Dissonance
      iv. Social Identity as a Performative Act
      v. Negotiation of Selves

II. Social Identity in Digital Environments
   A. Overview
   B. Cybercrime & Strategic Misrepresentation
   C. Textual Communication and Identity
   D. Photographic Expression and Identity
   E. Multi-Media Portrayals of Self
   F. In-Group/Out-Group Relations on Social Media
   G. The Failure of Traditional Modes of Reading & Understanding Identity

III. Research Methods
   A. Autoethnography
      i. Evocative Autoethnography
      ii. Analytic Autoethnography
   B. Case Study
      i. Variations & Application
   C. Ethnography
      i. Participant Observation
      ii. Non-participant Observation
      iii. Data Collection
      iv. Data Analysis
   D. Online Ethnography
      i. Complications of the Traditional Model
      ii. Facebook
      iii. Fanpages
iv. Forums
E. Final Project – Ethnographic Research Project
   i. Topic Proposal
   ii. Data collection
   iii. Data Analysis
   iv. Data Presentation (Verbal & Written)

Q. **LABORATORY OUTLINE**: None