STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

MASTER SYLLABUS

ENGL 311/TCOM 310 – IDENTITY IN THE DIGITAL AGE

CIP Code: 090702

Prepared By: Kirk Jones
Updated By: Kirk Jones

A. <u>**TITLE**</u>:   Identity in the Digital Age

B. <u>**COURSE NUMBER**</u>: **ENGL 311/TCOM 310**

C. <u>**CREDIT HOURS**</u>:
3 Credit Hours
3 Lecture hours: 3 per week

Course Length: 15 Weeks

D. <u>**WRITING INTENSIVE COURSE**</u>: No

E. <u>**GER CATEGORY**</u>**:** None

F. <u>**SEMESTER(S) OFFERED**</u>**:** Fall

G. <u>**CATALOG DESCRIPTION**</u>**:** 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. <u>**PRE-REQUISITES/CO-REQUISITES**</u>**:**
a. Pre-requisite(s): ENGL 101

I. <u>**STUDENT LEARNING OUTCOMES**</u>**:**

Course Student Learning Outcome [SLO]	*PSLO*	*GER*	*ISLO*
a. *Analyze* real-world accounts of identity negotiation, highlighting the variables used to express and articulate identity.	TCOM PSLO 2 – Critical Thinking		2 [CA]

b. *Apply* ethnographic methodologies to explore social group dynamics and social identity negotiation in digital settings.	TCOM PSLO 5 – Ethical Reasoning		4 [ER]
c. *Analyze* multi-media self presentation and describe how digital media is used to establish social identity.	TCOM PSLO 2 – Critical Thinking		2 [CA]
d. *Explain* the history and development of social groups in digital spaces.	TCOM PSLO 1 – Utilize Tech to Share Ideas		1 [W]

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

J.   **APPLIED LEARNING COMPONENT:**   Yes___X___   No_____

Research

K.   **TEXTS:**

(Representative texts; texts chosen by instructor)

Denzin, N.K., & Lincoln, Y.S. (2011). *The SAGE Handbook of Qualitative Research*. Los
Angeles, CA: SAGE.

Foshay, R. (2016). The Digital Nexus: Identity, Agency, and Political Engagement
(Cultural Dialectics). UBC Press.

Tajfel, H. (1982). *Social identity and intergroup relations*. New York, NY: Cambridge
University Press.

L.   **REFERENCES:**

Anderson, B. (2006). *Imagined Communities*: Reflections on the Origin and Spread of
Nationalism. London: Verso.

Anderson, L. (2006). Analytic autoethnography. *Journal of Contemporary Ethnography,
35*(4), 373-395.

Bargh, J.A. & McKenna, K.Y.A. (2004). The internet and social life. *Review in Advance*.
Doi: 10.1146/annurev.psych.55.090902.141922

Blackledge, A. & Pavlenko, A. (2001). Negotiation of identities in multilingual contexts.
The International Journal of Bilingualism 5(3), 243-257.

Descartes, R. (1988). *Descartes: Selected Philosophical Writings*. Cambridge; New York:
Cambridge University Press.

Ellis, C., Adams, T. E., & Bochner, A. P. (2010). Autoethnography: An Overview [40
paragraphs]. *Forum Qualitative Sozialforschung / Forum: Qualitative Social
Research*, *12*(1), Art. 10, http://nbn-resolving.de/urn:nbn:de:0114-fqs1101108.

Hall, J.A., Park, N., Song, H., Cody, M.J. (2010). Strategic misrepresentation in online dating: the effects of gender, self-monitoring, and personality traits. *Journal of Social and Personal Relationships*, *27*. DOI: 10.1177/0265407509349633.

Jenkins, H. Textual Poachers: Television Fans and Participatory Culture. (1992). New York: Routledge.

Leippe, M. (1991). A self-image analysis of persuasion and attitude involvement. In R. Curtis (Ed.) *The Relational Self: Theoretical convergences in psychoanalysis and social psychology*. New York: Guilford Press.

Manago, A.M., Graham, M.B., Greenfield, P.M., Salimkhan, G. (2008) Self-presentation and gender on MySpace *Journal of Applied Developmental Psychology* 29, 446-458

Rheingold, H. (2000). *The Virtual Community*. Retrieved from http:// www.rheingold.com/vc/book/intro.html

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 get slapped. *The New York Times*. Retrieved from http://www.nytimes.com/ 2007/07/16/technology/16blog.html?pagewanted=all

Tajfel, H. (1981). *Human Groups and Social Categories*. London: Cambridge University Press.

Whittaker, L. & Gillespie, A. (2013). Social networking sites: Mediating the self and its communities. *Journal of Community & Applied Social Psychology,* 23, 492-504.

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.   <u>**LABORATORY OUTLINE**</u>**:** None