

MECS3016 Commercial uses of social media.

Assignment Two

Look at the example of assignment two.

Why do you think this received an A grade?

What have they done well/not so well?

The essay title is: Analyse ONE social media in relation to theoretical considerations from Media and Culture. What kind of theories/social media can you focus on?

Can you draw on theories from previous years that we haven't looked at on this module?

Any Questions to module leader?

Extract from Hodkinson, P. (2017) *Media, Culture and Society*. London, Sage. (pages 268-270 and pp.276-278) (see handout)

Questions:

1. The extract suggests that our public and private sphere are media saturated. What is the role of social media in relation to this?
2. What are the phases of transformation (see pages 269-270).
3. How is hyperreal defined in the extract?
4. In what ways does celebrity culture illustrate Baudrillard's concept of hyperreality? See if you can give specific examples from social media.
5. Hodkinson (2017 p.277) notes that '...the construction of identity on social media tends more often to centre on expressing, consolidating and making sense of one's existing place in the world' and later that '...the centring of social networking sites on the floating individual may still enable them to facilitate a degree of identity fluidity.' How might social media relate to your own sense of identity in relation to these specific ideas?