



**Date: 15.3.2019**

**Assoc. Prof. Dr & Dr. Honoris Causa  
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## **SOCIAL MEDIA module**

**REMARK: PLEASE, FOCUS ON THE DATES**

### **OBLIGATIONS OF THE STUDENTS WITHIN THE MODULE, ASIDE OF TASKS AND EXPECTATIONS**

#### **Assessment One- Midterm:**

Students are required to carry out initial research on the topic they choose [the available topics is given down below, so they can start thinking about them, and express their interest until 26.3.2019 and submit it to the professor. Remark: Student cannot choose same topic as another student]. Students will prepare a 20-minute presentation online (before that Power point presentation should be send to professor, including an essay of no more than 2000 words, until 12.4.2019), critically evaluating their topic of their choice, presenting the main theories and debates around it, and how this relates to their own interests/research aims, but also how it relates to contemporary societies and practices.

It is expected that for this task students will be mainly involved with primary research.

They should prepare a supporting hand-out (PP presentation), in which they will summarise the key points of their presentation. Students will also include their presentation slides and accompanying speaker notes, when submitting this assignment. It must be no more than 2000 words within the paper essay, aside of your online presentation. Presentation of the students will be conducted online (through the Facebook and/or Skype – Prof. Skype is “sabahadzi” presentation within the period between 17.4. and 18.4. 2019. on a time agreed upon between students and professor).

**Important: There will not be verbal questioning after the presentation of the work and if there will be any, it will be just to clarify some points from the presentation. Midterm will be graded based on a quality of executed preparations and written paper essay.**





### **Assessment Two- Final term:**

Based on the research already done for Assessment One/Midterm, students will be required to produce 4000 words essay, examining the topic, by applying the various theories, ideas and debates presented in class, including PP presentation. You should submit it no later than 5.6.2019 and the final term/exam will be conducted on between 10.6. and 11.6.2019 on a hour agreed between students and professor.

Students will be required to use appropriate theories, models and concepts to analyse, and critically evaluate the topic under question, and evaluate its significance and applicability.

The final essay is expected to be a product of critical analysis, not just a descriptive account of various concepts and theories. Students will be expected to justify their choices and conclusions.

Research (under the supervision of the professor – don't worry – for all of you, if there is a need, professor will help with a direction how to do it) undertaken should be appended to this assignment.

All theories, concepts, models and industry examples must be appropriately referenced using the APA style: <https://www.apastyle.org/> (don't worry, professor will later explain you the basics to get easier through this).

**Important: There will not be verbal questioning after the presentation of the work and if there will be any, it will be just to clarify some points from the presentation. Final term/exam will be graded based on a quality of executed preparations and written paper essay.**





**Topics for the paper/research/presentation as mentioned above are:**

1. Social media vs. Old media – Why and until when?
2. Growing your social media audience – pros and cons
3. Social innovation as an advantage or obstacle for the social media future
4. “One for all” and “all for one” – deliberative democracy and social media
5. The Role of Visuals on Social Media
6. The Influence of Social Media on Consumer Behavior
7. Crucial Role of Social Media for Start-Ups
8. Is Social Media a Disease
9. How Do Parents Monitor Their Kids Social Media Activities
10. The Correlation Between Social Media and Cyberbullying
11. Social Media: The Fourth Power in the State
12. How Social Media Can Influence Children Behavior
13. Social Media and Our Addiction to It
14. How Social Media Influences Our Daily Lives
15. Politics and Social Media: How Interrelated They Are
16. How Social Media Drifts People Apart
17. The Impact of Social Media on Education
18. How Social Media Brings People Together
19. The Influence Social Media Has on Businesses
20. Marketing for social media and/or social media for marketing
21. Manipulation and social media – is it worth positively and/or negatively
22. Becoming a prophet – future of social media will be...and because...
23. Media literacy within social media as prerogative for the adequate communication or...
24. Social media as a scientific resource related to the improvement of the society
25. Ethical issues of social media
26. Journalism and social media – pros and cons
27. Citizen’s journalism and social media – pros. and cons
28. Social media as educational tool
29. Social media as branding tool
30. Social media as raising awareness tool

