Syllabus

Sharing: The Keyword of the Digital Age - 50978

Last update 16-09-2018

**HU Credits:** 2

**Degree/Cycle:** 2nd degree (Master)

**Responsible Department:** Communication & Journalism

**Academic year:** 0

**Semester:** 1st Semester

**Teaching Languages:** Hebrew

**Campus:** Mt. Scopus

**Course/Module Coordinator:** Nicholas John

**Coordinator Email:** n.john@huji.ac.il

**Coordinator Office Hours:** Tuesday, 10-11, or by appointment

**Teaching Staff:**
Dr. Nicholas John
**Course/Module description:**

Sharing is a central keyword for the digital age. Not only is sharing the form of our participation in social media, but the Internet itself is seen as responsible for the flourishing of social and economic practices known as the sharing economy, which the course will explore. Sharing is also a form of speech whereby we tell others about our feelings, but this too is increasingly mediated by communications technologies. Sharing, therefore, is a powerful metaphor that brings together our social, economic and emotional lives, and that offers a fascinating prism through which to examine the way in which these different spheres are converging through technology.

We shall especially look at the sharing economy and other digital keywords. The course has quite a strong linguistic element, and we’ll pay special attention to the sharing economy.

**Course/Module aims:**

The course aims to shed new light on the digital age by closely examining the concept of sharing.

**Learning outcomes - On successful completion of this module, students should be able to:**

* Distinguish sharing from other similar analytical concepts
* Explain the way that sharing operates as a metaphor across a number of social spheres
* Appraise the claims of the proponents of the sharing economy
* Critique the use of the term sharing where appropriate

**Attendance requirements(%):**

100

**Teaching arrangement and method of instruction:** Frontal lectures with class discussion and student presentations of articles. For those writing seminar papers, a presentation of their topic, research question and initial literature review.

**Course/Module Content:**

The course will discuss the following topics:

What is sharing?
Sharing as a type of speech
Sharing and Web 2.0
Sharing economies - production
Sharing economies - consumption
Required Reading:
Selected items from the reading list below.

Additional Reading Material:
Initial reading list. More to follow.

Sharing on Web 2.0


Sharing in anthropology/hunter-gatherer societies

Sharing as form of consumption
Belk, Russell. 2007. Why Not Share Rather Than Own? The ANNALS of the American Academy of Political and Social Science, 611(1), 126-140
Benkler, Yochai. 2007. The Wealth of Networks (chapter 4?).
http://latdsurvey.net/pdf/Sharing.pdf

Therapeutic narrative and sharing as a type of speech

Additional information:
It will be possible to write a final paper on another keyword other than sharing.