UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Theories and Techniques of The New Media

2021-1-E2004P007

Learning area

STUDY OF SOCIO-ECONOMIC AND CULTURAL ASPECTS RELATED TO COMMUNICATION PROCESSES

Learning objectives

Knowledge and understanding

- Characteristics of innovation (in terms of communication) of the new media compared to traditional media.
- The revolution of the new media and their social, cultural and economic impact
- Basic technological aspects (networks, hypertexts, Web Technology).

Applying knowledge and understanding

- Ability to critically evaluate the impact of new media
- Understanding of the basic media mechanisms operating from the Web revolution on (social media, virality, content sharing, and so on).
- Knowing how to use these mechanisms for effective communication.

Contents

After an analysis of the evolution of the main communication media, and of the historical and social changes linked to communication, the course addresses in detail the balance that characterizes communication today, focusing on

online communication. The main social media, their functioning and their role in today's social balance will then be examined.

Detailed program

- General introduction to media and new media.
- Short history of media.
- The Internet and its services.
- The World Wide Web.
- The structure of the Internet and the Web.
- Web revolution.
- The media conditioning of opinions and new media.
- The Web and the knowledge management.
- The Web in a company.
- Workshop: SEO and the usability of Web-site.

Prerequisites

There are no specific pre-requirements; the skill of using Internet (user-level) is taken for granted, as the knowledge (at least brief) of basic media tools, currently available on the web (Facebook, Twitter, WhatsApp and so on).

Teaching methods

Class lessons; presentation and discussion of multimedia material of public domain, taken from the Web.

Assessment methods

Written exam with multiple-choice and open questions.

Project work.

Oral exam upon students’ request.

The modality of such exam will be updated in accordance with the rules for COVID-19 emergency.

Textbooks and Reading Materials

Beltrami, A. (2015) Sfrutta i contenuti, genera nuovi clienti e fai Content Marketing. Dario Flaccovio Editore.

Codeluppi, V. (2014). I media siamo noi. Franco Angeli.

Beltrami, A. (2018) Come promuovere la tua attività sul web senza pubblicità. Franco Angeli.