



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Laboratorio 7 - Digital Media Research

2021-3-E4001N107

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#### Learning objectives

The course aims to provide an overview on contemporary media dynamics.

In the first part of the course we will analyse the profound changes in the media industry in the new century, trying to highlight the technological and digital innovations that have transformed this sector.

In the second part we will focus on the political, cultural and institutional changes that the aforementioned transformations have produced, focusing particularly on the social movements that could not have existed without these changes.

#### Contents

Sociology of technology, Digital and political communication, Videogames and Vr, Wikipedia and Social media

#### Detailed program

Sociology of technology

Political correctness and internet

Working with digital technologies

Sociology of videogames

Influencer

Meme and Alt-right

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Lesson 8 Final exam and presentations

## **Prerequisites**

## **Teaching methods**

Powerpoint presentations

## **Assessment methods**

Final exam (presentation or written) via webex.

## **Textbooks and Reading Materials**

Nagle, A. (2018) Contro la vostra realtà. Come l'estremismo del web è diventato mainstream, Luiss press.

Lolli, A. (2017) La guerra dei meme, Effequ, Orbetello

Jon Ronson, I giustizieri della rete, Codice edizioni

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