



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Digital Media and Consumption

2122-3-E1601N095

Learning objectives

The course aims to provide an overview of contemporary media dynamics, particularly emphasizing the influence they have on consumption. By studying the functioning of new media, the course will allow students to deepen their understanding of the technological, social and cultural underpinnings of the contemporary media ecosystem, and will provide them with tools that will be useful during their MA or their work life.

Contents

In the first part we will analyze the changes in the media industry in the new century, trying to highlight the technological and digital transformations that have profoundly changed this sector.

In the second part we will focus on analyzing the birth and structure of the creative industry on social media. This unprecedented form of content production has spread quickly, forcing traditional media to cede part of their power and influence to creators, fans and subscribers. Digital platforms have carved out a perfect market space to host promotion mixed with narratives, thus deeply changing the worlds of communication and marketing. In addition to a series of theoretical lectures to frame the theme, this part will feature thematic insights that will include the presence of external guests from various sectors of digital entertainment.

Detailed program

Introduction: Culture, consumption and media

Sociological framework

Perspective of "culture production" in organizational research

Part one

Digital media: history and social contexts

Paradigms for studying technological innovation

Studying digital media in historical perspective

Models of digital society

The Computer

Internet

Mobile phone

The digitization of analog media

Part Two

Platform strategies

The work of creators

Social media intermediaries

Community and brand culture

Cultural policies of social media entertainment

The globalization of social media entertainment

Entertainment sectors

Video games

Celebrities and influencers (nano and micro)

Public shaming

Memes and society

Prerequisites

None

Teaching methods

Lectures, group and individual work

Assessment methods

Final written exam. For those attending the lessons there will be the option, at the first session, to do a presentation arranged with the teacher. In this case both the presentation and the written exam will contribute to the final grade.

Textbooks and Reading Materials

Peterson R. & Anand, N. (2004) The production of Culture Perspective. *Annual Review of Sociology*, n. 30, pp: 311-334.

Balbi, G. Magaudo, P. (2021) *I media digitali. La storia, i contesti sociali, le narrazioni*, Laterza, Roma-Bari

Cunningham, S. Craig, D. (2021) *Social media entertainment. Quando Holliwood incontra la sylicon valley*, Minumun Fax, Roma
