UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Digital Communication

2122-1-F9201P200

Course title

DIGITAL COMMUNICATION

Topics and course structure

Subjects

Part 1 - COMPLEXITY AND NETWORKS

The main aspects of network science and complexity will be introduced as a fundamental background for understanding the dynamics of digital technologies conjugated with data and telematic supports (with particular reference to social networks).

Part 2 - ADVERTISING

The tools of digital communication will be introduced starting from the evolution of the media, from those with a one-way channel to the Internet, highlighting historical and current cases and examples, with reference to advertising and its communicative evolution.

Part 3 - MASSES

The particular classification, phenomenological and behavioral characteristics that characterize the masses, crowds and groups will be introduced, with particular reference to the impact of digital technologies on these targets, with references to advertising and political communication, with concrete examples and testimonies.

Part 4 - EVENTS

The issue of the "festivalization" of cities and its new developments will be developed in the face of the need to adhere to principles of sustainability and safety, marking the topicality of the Covid emergency and its repercussions in the organization and management of events, with particular regard to concrete examples and expert testimony.

Objectives

With this teaching, with constant and participatory attendance at the lessons,

we intend to promote the following learning, in terms of:

Knowledge and understanding

Ability to relate differentiated knowledge and models

Ability to apply knowledge and models

Methodologies

Online and offline teaching materials

References:

PRINCIPAL TEXT:

Albert-Laszlo Barabasi, *Link*, Einaudi Editore, Torino , 2002.

SUGGESTED TEXTS:

Alberto Gandolfi, *Formicai, imperi, cervelli: introduzione alla scienza della complessità*, Bollati Boringhieri, Torino, 2008.

OECD Global Science Forum, Applications of Complexity Science for Public Policy, 2009, http://www.oecd.org/science/sci-tech/43891980.pdf

David Easley, Jon Kleinberg, *Networks, Crowds, and Markets: Reasoning About a Highly Connected World*, Cambridge University Press, 2010.

David Amerlan, *The Social Media Mind: How Social Media Is Changing Business, Politics and Science and Helps Create a New World Order*, New Line Publishing, 2012.

Alberto Contri, *McLuhan non abita più qui? I nuovo scenari della comunicazione nell'era della costante attenzione parziale,* Bollati Boringhieri, 2017.

Altri testi e materiale didattico verranno definiti durante il corso.

Programme and references for attending students

References

PRINCIPAL TEXT:

Albert-Laszlo Barabasi, *Link*, Einaudi Editore, Torino , 2002.

SUGGESTED TEXTS:

Alberto Gandolfi, *Formicai, imperi, cervelli: introduzione alla scienza della complessità*, Bollati Boringhieri, Torino, 2008.

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David Easley, Jon Kleinberg, *Networks, Crowds, and Markets: Reasoning About a Highly Connected World*, Cambridge University Press, 2010.

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Programme and references for non-attending students

References

PRINCIPAL TEXT:

Albert-Laszlo Barabasi, *Link*, Einaudi Editore, Torino , 2002.

SUGGESTED TEXTS:

Alberto Gandolfi, *Formicai, imperi, cervelli: introduzione alla scienza della complessità*, Bollati Boringhieri, Torino, 2008.

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Assessment methods

Written test and oral presentation of the project (individual or group).

Office hours

On demand.

Programme validity

The programs are worth one academic year.

Course tutors and assistants

Tutor: Alessandra Grossi - Department of Informatics, Systems and Communication