UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Teoria e Tecnica dei Nuovi Media (blended)

2122-2-E2001R024

Course title

New media. Theories and Practices

Topics and course structure

The course is foused on epistemologies, practices and tools of the digital technologies of Communication ad the Web . The Web have progressively affirmed and changed the world of information and social communication as well as the styles of corporate, institutional and journalistic communication. Web 2.0 and its applications, Facebook, Instagram, Twitter, Google, Youtube, have suggested us a new way of interaction between man and device - tablet and smartphone notebooks. Moreover they are revolutionizing communication and marketing across the world. The course is divided into three parts:

a. the history and developments of the digital revolution;

b. The languages of the new media,

c. communication and digital marketing

Objectives

Part 1

Students acquired the following knowledges:

- characteristics of "informational society" that is the dominant social model in developed countries;

- technological origins of digital revolution and computational machines;

- Internet and Web History.

Part 2

- state of the art of theories of hypermedia;

- principles of web design;

- multimedia learning and infographic.

Part 3

- basics of Digital Marketing, its affinities and differences with the traditional one;

- main Techniques and Methodologies of Digital Marketing.

Students acquired the following competences:

- to spread the basic elements of a "Digital Marketing" plan for a product or a

Methodologies

Blended Learing.

This is delivered according to the "Flipped Classroom" method. It will provide a continuum of classroom activities and on-line activities and will be divided into two modules consisting of one lesson per week, materials, video lessons and online presentations, and two project to be conducted with the support of a tutor on-line

Online and offline teaching materials

The Blended Learning course inside del University VLE

Questa Bibliografia è orientativa, così come la modalità di erogazione del Corso che si svolgerà nel secondo semestre. *A fine Settembre* verrà comunicata la bibliografia definitiva e la modalità di erogazione del corso dipendentemente dall'andamento dell'emergenza in corso

For the students enrolled at the Degree of

Comunicazione Interculturale and ATTEND the Course:

Mandatory:

P. Ferri, S. Moriggi, *A scuola con le tecnologie. Manuale di didattica tecnologicamente aumetata, Mondadori, Milano,* Parte 1 La società informazionale e la fine del masse media. Capitolo 1, 2, 3.

And they have to choose one of these essays:

- P. Ferri, S. Mizzella, F. Scenini, *I nuovi Media e il Web 2.0*, Guerini, Milano, 2009,

- P. Wallace, *Psicologia di Internet* (seconda edizione aggiornata), Raffaello Cortina Editore, Milano 2017

- M. Tegmark, *Vita 3.0. Essere umani nell'era dell'intelligenza artificiale,* Raffaello Cortina, Milano, 2018- L. Manovich; *Software Culture*, Milano Olivares, 2010;

- L. Manovich, *Il linguaggio dei nuovi media*, Olivares, 2002,

- Alberto Cario, *L'arte funzionale*, Pearson, 2013

- Floridi M.., *La quarta rivoluzione. Come l'infosfera sta trasformando il mondo,* Cortina, Milano, 2017

- Scott, M. D.. *Le nuove regole marketing. Come usare social media, video online, app mobile, blog, comunicati stampa e marketing virale* per raggiungere i clienti, Hoepli, Milano, 2013

For students enrolled to the Degree of Comunicazione Interculturale and NOT ATEND the Course one of these essays

Is madatory the study of these essays:

P. Ferri, S. Moriggi, (2018), *A scuola con le tecnologie. Manuale di didattica tecnologicamente aumentata*, Mondadori, Milano. Parte 1 La società informazionale e la fine del masse media. Capitolo 1, 2, 3.

P. Wallace, *Psicologia di Internet* (seconda edizione aggiornata), Raffaello Cortina Editore, Milano 2017

An they have to choose one of these essays:

- P. Ferri, S. Mizzella, F. Scenini, *I nuovi Media e il Web 2.0*, Guerini, Milano, 2009,

- M. Tegmark, *Vita 3.0. Essere umani nell'era dell'intelligenza artificiale,* Raffaello Cortina, Milano, 2018

- L. Manovich; *Software Culture*, Milano Olivares, 2010;

- L. Manovich, *Il linguaggio dei*

nuovi media, Olivares, 2002,

- Alberto Cario, *L'arte funzionale*, Pearson, 2013

- Floridi M.., *La quarta rivoluzione. Come l'infosfera sta trasformando il mondo,* Cortina, Milano, 2017

- Scott, M. D.. *Le nuove regole marketing. Come usare social media, video online, app mobile, blog, comunicati stampa e marketing virale* per raggiungere i clienti, Hoepli, Milano, 2013

For the students of other Degree

Mandadory:

P. Ferri, S. Moriggi, (2018), *A scuola con le tecnologie. Manuale di didattica tecnologicamente aumentata*, Mondadori, Milano. Parte 1 La società informazionale e la fine del masse media. Capitolo 1, 2, 3.

P. Wallace, *Psicologia di Internet* (seconda edizione aggiornata), Raffaello Cortina Editore, Milano 2017

Floridi M.., *La quarta rivoluzione. Come l'infosfera sta trasformando il mondo,* Cortina, Milano, 2017

- Scott, M. D.. *Le nuove regole marketing. Come usare social media, video online, app mobile, blog, comunicati stampa e marketing virale* per raggiungere i

clienti, Hoepli, Milano, 2013

Programme and references for attending students

1. The Mooc is concerned with analyzing the early stages of the digital revolution.

The first part is devoted to the theme of the transition between old and new media. In particular, the first part of the Mooc deals with the topic of the “informational revolution”, as was outlined by the theoretician of the new media, Manuel Castells.

The second part of the Mooc deepens this issue from the specific point of view of communication and tries to outline the characteristics of the digital "writing space" at a first level. In particular the transition from analogical and sequential writing to multimedia and hypermedia electronics is outlined.

The third part analyzes the history of the Internet and the web and explains how some of the features of the Web's origins such as openness, content-free and interactive communication style have contributed to creating a distributed communication model that completely changes the rules of the game of communication.

2. This parts has the aim of deepening the different languages ??of the Web and it is articulated into five parts. The goal is to clarify and explain the transition from Mass Media to New Media.

After an in-depth study of Hypertext theory and practice (in the first part), the second part one goes through analyzing the specific language of the new media. In particular, Bolter and Grusin's "reemediation" theory is investigate in detail to describe the aesthetics and rhetoric of the new media. The third and fourth sections are devoted to the theme of the design of hypermedia and deal with the principles of cognitive ergonomics – Mayer's theories on Multimedia Learning – and usability and infographic. This theoretical framework can make the design of new media more effective. The last part of Mooc is devoted to analyzing the characteristics of the new media users, which today is mostly represented by "digital immigrants" but which in the near future will be mostly "digital natives” with their peculiar way to communicate and learn.

3.Analyze and clarify the principles of Marketing 2.0.

First of all, it means to analyze the device and software that make this kind of communication possible and to clarify the principles of digital marketing from the assumption that today's "markets are conversations". The corporate communication and institutional communication circuit today mix traditional off line tools and on line tools in a continuum that intersects social networks and printed paper, YouTube and billboards. The final part is focused not just on Digital Marketing tools. Moreover a model for constructing a digital communication campaign is also presented through cases analysis.

Questa Bibliografia è orientativa, così come la modalità di erogazione del Corso che si svolgerà nel secondo semestre. *A fine Settembre* verrà comunicata la bibliografia definitiva e la modalità di erogazione del corso dipendentemente dall'andamento dell'emergenza in corso

For Attending students Comunicazione Interculturale :

is mandatory:

- P. Ferri, S. Moriggi, (2018), *A scuola con le tecnologie. Manuale di didattica tecnologicamente aumentata*, Mondadori, Milano. Parte 1 La società informazionale e la fine del masse media. Capitolo 1, 2, 3.

And the can choose one of these Books:

- P. Ferri, S. Mizzella, F. Scenini, *I nuovi Media e il Web 2.0*, Guerini, Milano, 2009,

- M. Tegmark, *Vita 3.0. Essere umani nell'era dell'intelligenza artificiale,* Raffaello Cortina, Milano, 2018

- P. Wallace, *Psicologia di Internet* (seconda edizione aggiornata), Raffaello Cortina Editore, Milano 2017

- L. Manovich; *Software Culture*, Milano Olivares, 2010;

- L. Manovich, *Il linguaggio dei nuovi media*, Olivares, 2002,

- Alberto Cario, *L'arte funzionale*, Pearson, 2013

- Floridi M.., *La quarta rivoluzione. Come l'infosfera sta trasformando il mondo,* Cortina, Milano, 2017

- Scott, M. D.. *Le nuove regole marketing. Come usare social media, video online, app mobile, blog, comunicati stampa e marketing virale* per raggiungere i clienti, Hoepli, Milano, 2013

Programme and references for non-attending students

1. The Mooc is concerned with analyzing the early stages of the digital revolution.

The first part is devoted to the theme of the transition between old and new media. In particular, the first part of the Mooc deals with the topic of the "informational revolution", as was outlined by the theoretician of the new media, Manuel Castells.

The second part of the Mooc deepens this issue from the specific point of view of communication and tries to outline the characteristics of the digital "writing space" at a first level. In particular the transition from analogical and sequential writing to multimedia and hypermedia electronics is outlined.

The third part analyzes the history of the Internet and the web and explains how some of the features of the Web's

origins such as openness, content-free and interactive communication style have contributed to creating a distributed communication model that completely changes the rules of the game of communication.

2. This parts has the aim of deepening the different languages ??of the Web and it is articulated into five parts. The goal is to clarify and explain the transition from Mass Media to New Media.

After an in-depth study of Hypertext theory and practice (in the first part), the second part one goes through analyzing the specific language of the new media. In particular, Bolter and Grusin's "reemediation" theory is investigate in detail to describe the aesthetics and rhetoric of the new media. The third and fourth sections are devoted to the theme of the design of hypermedia and deal with the principles of cognitive ergonomics – Mayer's theories on Multimedia Learning – and usability and infographic. This theoretical framework can make the design of new media more effective. The last part of Mooc is devoted to analyzing the characteristics of the new media users, which today is mostly represented by "digital immigrants" but which in the near future will be mostly "digital natives" with their peculiar way to communicate and learn.

3.Analyze and clarify the principles of Marketing 2.0.

First of all, it means to analyze the device and software that make this kind of communication possible and to clarify the principles of digital marketing from the assumption that today's "markets are conversations". The corporate communication and institutional communication circuit today mix traditional off line tools and on line tools in a continuum that intersects social networks and printed paper, YouTube and billboards. The final part is focused not just on Digital Marketing tools. Moreover a model for constructing a digital communication campaign is also presented through cases analysis.

Questa Bibliografia è orientativa, così come la modalità di erogazione del Corso che si svolgerà nel secondo semestre. *A fine Settembre* verrà comunicata la bibliografia definitiva e la modalità di erogazione del corso dipendentemente dall'andamento dell'emergenza in corso

For students enrolled to the Degree of Comunicazione Interculturale and NOT ATEND the Course one of these essays

Is madatory the study of these essays

P. Ferri, S. Moriggi, (2018), *A scuola con le tecnologie. Manuale di didattica tecnologicamente aumentata*, Mondadori, Milano. Parte 1 La società informazionale e la fine del masse media. Capitolo 1, 2, 3.

P. Wallace, *Psicologia di Internet* (seconda edizione aggiornata), Raffaello Cortina Editore, Milano 2017

And the students have to choose one of these books

P. Ferri, S. Mizzella, F. Scenini, *I nuovi Media e il Web 2.0*, Guerini, Milano, 2009,

- M. Tegmark, *Vita 3.0. Essere umani nell'era dell'intelligenza artificiale,* Raffaello Cortina, Milano, 2018

- L. Manovich; *Software Culture*, Milano Olivares, 2010;

- L. Manovich, *Il linguaggio dei nuovi media*, Olivares, 2002,

- Alberto Cario, *L'arte funzionale*, Pearson, 2013

- Floridi M.., *La quarta rivoluzione. Come l'infosfera sta trasformando il mondo,* Cortina, Milano, 2017

- Scott, M. D.. *Le nuove regole marketing. Come usare social media, video online, app mobile, blog, comunicati stampa e marketing virale* per raggiungere i clienti, Hoepli, Milano, 2013

For the students of other Degrees

Mandadory:

P. Ferri, S. Moriggi, (2018), *A scuola con le tecnologie. Manuale di didattica tecnologicamente aumentata*, Mondadori, Milano. Parte 1 La società informazionale e la fine del masse media. Capitolo 1, 2, 3.

P. Wallace, *Psicologia di Internet* (seconda edizione aggiornata), Raffaello Cortina Editore, Milano 2017

Floridi M.., *La quarta rivoluzione. Come l'infosfera sta trasformando il mondo,* Cortina, Milano, 2017

- Scott, M. D.. *Le nuove regole marketing. Come usare social media, video online, app mobile, blog, comunicati stampa e marketing virale* per raggiungere i clienti, Hoepli, Milano, 2013

Assessment methods

Oral examination

Small group project work

Office hours

on appointment

Programme validity

The programs are valid for two academic years

Course tutors and assistants

Francesca Scenini, Stefano Merlo, Nicola Cavalli, Stefano Moriggi, Maurizia Caldara, Isabella Quatera, Federica Celeste