

# UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

## **COURSE SYLLABUS**

## **Communication, Negotiation and New Media**

2324-1-F8701N075

## Learning objectives

The course aims to provide an overview of contemporary media dynamics, particularly emphasizing the influence they have on culture and negotiation. 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 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. 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**

Culture, technology and media

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
Istitutional changes
Social media intermediaries
Shifting cultural practices
Language and hate speech
Video games
Celebrities and influencers (nano and micro)
Onlyfans and the digital sex work
Public shaming
Memes and society
Prerequisites
None
Teaching methods

## **Assessment methods**

Lectures, group and individual work

Final written exam. For those who participated in group work 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**

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

One book from the following options:

Boltanski, L. (2000) Lo spettacolo del dolore, Cortina Lolli, A. (2019) La guerra dei meme, Effequ. Domaneschi, F (2020) Insultare gli altri, Einaudi. Nagle, A. (2018) Contro la vostra realtà, Luiss Ronson, J (2015) I giustizieri della rete. La pubblica umiliazione ai tempi di Internet, Codice

## **Sustainable Development Goals**

**QUALITY EDUCATION**