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

Lectures, group and individual work

Assessment methods

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