UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Theory and Techniques of New Media (Blended)

2324-2-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

This is delivered according to Blended Learning 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

mandatory:

- P. Ferri, S. Moriggi, (2023), 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.

Moreover you have to choice a book among the following ones:

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 del vero. Dati, grafici e mappe per la comunicazione, Pearson, 2016.

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

Kottler, Marketing 4.0: Dal tradizionale al digitale, Hoepli, Milano, 2017

Students dont apply the execise:

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Moreover you have to choice two book among the following ones:

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Programme and references

The Course is concerned with analyzing the differnt 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.

Il corso in Blended Learning sulla piattaforma di Ateneo

è obbligatoria la preparazione dei seguenti testi:

- P. Ferri, S. Moriggi, (2023), A scuola con le tecnologie. Insegnare e appredendere nel digitale (edizione aggiornata), Mondadori, Milano. Parte 1 La società informazionale e la fine del masse media. Capitolo 1, 2, 3.Capitolo 1, 2, 3.

Oltre a questo un libro a scelta tra:

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

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Kottler, Marketing 4.0: Dal tradizionale al digitale, Hoepli, Milano, 2017

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, Maurizia Caldara, Isabella Quatera, Federica Celeste

Sustainable Development Goals

QUALITY EDUCATION