UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Digital Media and Cultures

2425-1-F8802N059

Learning objectives

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

Detailed program

Culture, technology and media Digital media: history and social contexts Paradigms for studying technological innovation Studying digital media in historical perspectiveModels 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 Entertainment sectors Video games Celebrities and influencers. Public shaming Memes and society

Prerequisites

none

Teaching methods

The Course consists of 56 hours, of which approximately 50 percent is with didactic delivery (lectures with use of slides, audio and video) and 50 percent with interactive teaching (exercises, subgroup work, presentation of case studies from which to develop individual and subgroup work, prepared and discussed during the course.

Assessment methods

Final written exam. The aim of the exam is to asess the comprehension degree of the issues dealt with in the course, the argumentative skills, the clarity of exposition, the accuracy of sociological terminology.

Textbooks and Reading Materials

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

Sustainable Development Goals

NO POVERTY | GOOD HEALTH AND WELL-BEING | QUALITY EDUCATION | GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | PEACE, JUSTICE AND STRONG INSTITUTIONS | PARTNERSHIPS FOR THE GOALS