



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Media e Culture Digitali

2425-1-F8802N059

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#### 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. 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  
Entertainment sectors  
Video games  
Celebrities and influencers (nano and micro)  
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 assess the comprehension degree of the issues dealt with in the course, the argumentative skills, the clarity of exposition, the accuracy of sociological terminology. 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

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

Pick two books from the following list:

Eichorn, K. (2023) *Content. L'industria culturale nell'era digitale*, Einaudi.

Lolli, A. (2019) *La guerra dei meme*, Effequ.

Poell, T, Nieborg, D. Duffy, E. (2022) *Piattaforme digitali e produzione culturale*, Minimum Fax

Domaneschi, F (2020) *Insultare gli altri*, Einaudi. Nagle, A. (2018) *Contro la vostra realtà*,

Luiss Ricci, O (2022) *L'ultima comunità. I primi vent'anni di Wikipedia*, Ledizioni

Ronson, J (2015) *I giustizieri della rete. La pubblica umiliazione ai tempi di Internet*, Codice

Splendore, S. (2023) *Sociologia del Giornalismo*, Laterza.

## 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

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