



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Theories and Techniques of The New Media

2526-1-E2006P007

Learning area

3: Techniques, tools, and technologies of communication.

Learning objectives

Knowledge and understanding

- Characteristics of innovation (in terms of communication) of the new media compared to traditional media.
- The revolution of the new media and their social, cultural and economic impact.
- Basic technological aspects (networks, hypertexts, Web Technology).

Applying knowledge and understanding

- Ability to critically evaluate the impact of new media.
- Understanding of the basic media mechanisms operating from the Web revolution on (social media, virality, content sharing, and so on).
- Knowing how to use these mechanisms for effective communication.

Contents

Detailed program

Prerequisites

Teaching methods

Assessment methods

Textbooks and Reading Materials

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE
