UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Media and Digital Culture

2627-1-F8804N011

Learning objectives

Knowledge and understanding:
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.

Applied knowledge and understanding:

the application of acquired skills and sociological categories to the analysis and conscious observation of social reality mediated by ICT

Independent judgment:

- development of critical reflections on the process of digitalization

Communication skills:

- familiarization with digital media-sociological vocabulary

Learning ability:

- ability to combine theoretical awareness with empirical social reality.

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 and the emerging of AI.

Detailed program

Part One
1)Culture, technology and media Digital media: history and social contexts
2)Paradigms for studying technological innovation
3)Studying digital media in historical perspectiveModels of digital society
4)The Computer Internet Mobile phone
5)The digitization of analog media
7)Platform strategies Istitutional changes
8)Social media intermediaries
9)Shifting cultural practices
10)Entertainment sectors Video games Celebrities and influencers.
11)Public shaming Memes and society
12) Digital Platform and Digital Capitalism

Part Two
Reviewing the works of:
1)Atlas of AI, Crawford, K.;
2) The Eye of the Master, Pasquinelli, M.

Prerequisites

English language proficiency

Teaching methods

The Course consists of 56 hours offered in English, of which approximately 70 percent is with didactic delivery (lectures with use of slides, audio and video) and 30 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).
Up to 30% of lectures will be offered as online/distant teaching, which will comprise of 50% of lecturing and 50% of interactive activities

Assessment methods

Final written exam: 120 minutes long, Three short essays.
Plus, a midterm exam to assess understanding of critical subjects for the course.

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.

Grading: expressed on a scale of thirty, with the minimum passing grade set at 18/30 and the maximum at 30/30, with the possibility of awarding honors ("30 e lode", or "30 with honors").

18/30: minimum passing grade.

30/30: maximum standard grade.

30 with honors (30 e lode): awarded for outstanding performance, beyond the maximum grade, at the discretion of the examiner. It indicates flawless work and possibly exceptional insight or contribution.

Criteria	**0.25pt** – Poor	**0.50pt** – Fair	**0.75pt** – Good	**1pt** – Excellent
ORGANIZATION	Lacks logical structure	Not very organized	Adequate organization	Satisfactory organization
DEVELOPMENT	Ideas not developed	Superficial development	Adequate development	Satisfactory development
USE OF MATERIAL	No reference to course materials	Limited references	Adequate references	Satisfactory references
GRAMMAR	Distracting and hard to understand	Various errors and some unclear sentences	Some errors, fairly clear	Fluent and effective
TECHNICAL LANGUAGE	Basic and colloquial	Sporadic use	Adequate use	Command of technical language

Textbooks and Reading Materials

1. Crawford, K. (2021). Atlas of AI.Power, Politics, and the Planetary Costs of Artificial Intelligence. New Heaven: Yale University Press.
2. Pasquinelli, M. (2023). The Eye of the Master: A Social History of Artificial Intelligence. London: Verso.
3. Additional readings (pdf)

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