

## TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Digital Culture
Subject code	E000005096
Main program	<a href="#">Bachelor's Degree in Journalism</a>
Involved programs	Grado en Periodismo [Third year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Obligatoria (Grado)
Department	Centro de Enseñanza Superior Alberta Giménez (CESAG)
Coordinator	Javier Mato
Schedule	Ver web Cesag
Office hours	By appointment
Course overview	Key subject to understand the impact of new media, based on digital technologies, and its impact on communication.

Teacher Information	
Teacher	
Name	Nuria Blanco Hernández
Department	Centro de Enseñanza Superior Alberta Giménez (CESAG)
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## SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
<p><b>Contribution to the professional profile of the degree</b></p> <p>The professions linked to communication are experiencing a radical change. Since the mid-nineties, the emergence of the Internet, that before that date existed with little implementation, journalists, creators of audiovisual content, advertising and all Cultural producers, both writers and musicians, are seeing how the network introduces new approaches to their specialties. These new practices, in turn in evolution, imply a profound change in the relationship between the creator and the audience and, even, in the own definition of them. Today the hearings are producers and these are audience, in a reversal of roles totally without precedents.</p>
<p><b>Prerequisites</b></p> <p>It is open to every student.</p>

## Competencies - Objectives

### Competences

#### GENERALES

<b>CG08</b>	Conocer, comprender y analizar críticamente la relación entre la prensa, los productos audiovisuales y los diversos factores socioculturales que intervienen en la recepción y consumo.
<b>CG12</b>	Reflexionar críticamente sobre la influencia que tienen los medios de comunicación en la sociedad, desarrollando sus funciones de formar, informar y entretener.
<b>CG13</b>	Conocer la realidad social, cultural, política y de los medios de comunicación y sus interrelaciones en el contexto español, europeo e internacional.
<b>CG14</b>	Conocer la ética y la deontología del profesional de la comunicación así como su ordenamiento jurídico, tanto en lo referente a la práctica profesional como a los límites de la libertad de expresión.
<b>CT10</b>	Conocer y respetar la diversidad y la multiculturalidad

#### TRANSVERSALES

<b>CT04</b>	Observar, analizar y procesar informaciones relevantes para emitir juicios fundamentados científicamente.
<b>CT12</b>	Ser capaz de trabajar de manera autónoma adaptando las estrategias de aprendizaje a cada situación

#### ESPECÍFICAS

<b>CE01</b>	Crear contenidos de forma idónea utilizando los diferentes lenguajes, géneros, formatos y especializaciones propias del Periodismo, así como los diversos soportes, tanto analógicos como digitales
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### Learning outcomes

<b>RA2</b>	Conocer la realidad social, cultural, política y de los medios de comunicación de la Comunidad Autónoma y sus interrelaciones en el contexto español, europeo y mundial.
<b>RA3</b>	Conocer la estructura y las políticas de la comunicación audiovisual.
<b>RA4</b>	Conocer el mercado audiovisual y las formas de promoción y explotación de los contenidos audiovisuales

## THEMATIC BLOCKS AND CONTENTS

### Contents - Thematic Blocks

1. Technology and society. Determinism, constructivist social theories, theories incorporating technology as a social actor.
2. Characteristics of the digital culture. Associated phenomena. Parallels with philosophy.
3. History of digital culture.
4. The convergence of media.
5. Mutual effects between economy and culture. Globalization Digital divide
6. Socio cultural effects. Identities online. Privacy
7. The world of social networks. Connectivity Culture

- 8. New perception. Visual culture Addiction
- 9. The future of new media. Big data Technophobes vs technophiles

## TEACHING METHODOLOGY

### General methodological aspects of the subject

Teacher-student interaction (classroom-On-line)

Focused on the teacher. Theoretical classes

Focused on the student. Seminars, presentations, debate.

Autonomous work of the student (not face-to-face)

Study and individual work.

## SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Clases teóricas y clases prácticas	Seminarios, talleres y exposición de trabajos
45.00	15.00
NON-PRESENTIAL HOURS	
Estudio de teoría, preparación de trabajos, preparación de actividad de evaluación	
90.00	
<b>ECTS CREDITS: 6,0 (150,00 hours)</b>	

## EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
Final exam	It values: Knowledge of the program. Analytical skills. Concepts. Clarity.	40
Exams along the course	Same as the final exam	30
	This academic essay should develop a journalistic issue from the perspective of digital culture.	

Academic Essay	Assessing: language control, academic procedures, managing complex concepts and the usage of correct sources.	20
Seminars and attitudes	It will value the engagement.	10

## Ratings

The final exam and the essay must be approved to go ahead.

The absence to two or more seminars means this instrument not approved.

Only the final exam and the essay admit resitting.

## WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
Partial exam	Week 5	Week 5
Second partial exam	Week 10	Week 10
Third partial exam	Week 15	Week 15
Essay. (Those who want to get an assessment, should produce the essay before Christmas)	Week 15	Week 15
Seminars	Weekly, except on weeks 1, 5, 10 and 15	Weekly, except on weeks 1, 5, 10 and 15

## BIBLIOGRAPHY AND RESOURCES

### Basic Bibliography

Miller, Vincent (2011) Understanding Digital Culture. Londres. Sage.

Carr, Nicholas (2010) The Shallows. Londres. Atlantic Books.

Van Dijck, José (2013) The culture of connectivity. Oxford. Oxford University Press.

Manovich, Lev (2013) Software Takes Command. Londres. Bloomsbury.

Keen, Andrew (2012) Digital Vertigo. Nueva York. Sant Martin Press.

Thomson, Clive (2013) Smarter than you think. Londres. William Collins.

Greenfield, Susan (2014) Mind Change. Londres. Rider.

Siapera, Eugenia (2012) Understanding new media. Londres. Sage.

Creeber, Glen & Martin, Royston (2009) Digital Cultures. Maidenhead (UK). Open University Press.

Boyd, Danah (2014) It's complicated. The social lives of networked teens. Londres. Yale University Press.

Hassan, Robert & Thomas, Julian (eds) (2006) The new media theory reader. Oxford. Oxford University Press.

Chun, Wendy Huy & Keenan, Thomas (eds) (2006) New Media, Old Media. A history and Theory Reader. Nueva York. Routledge.

Lovink, Geert & Rasch, Miriam (eds) (2013) Unlike Us Reader. Social Media Monopolies and Their Alternatives. Amsterdam. Institute of Network Cultures.

Wardrip-Fruin, Noah & Montfort, Nick (eds) (2003) The New Media Reader. Londres. The MIT Press.

Castells, Manuel (ed) (2004) The Network Society. A cross-cultural perspective. Cheltenham (UK). Edward Elgar.

## Complementary Bibliography

A reader will be available at the beginning of the course.

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data that you have accepted on your registration form by entering this website and clicking on "download" <https://servicios.upcomillas.es/sedeelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>