

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Digital Culture
Subject code	E000005096
Main program	Bachelor's Degree in Advertising and Public Relations
Involved programs	Grado en Publicidad y Relaciones Públicas [Third year] Grado en Publicidad y Relaciones Públicas [Third year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Obligatoria (Grado)
Department	Centro de Enseñanza Superior Alberta Giménez (CESAG)
Coordinator	Nuria Blanco Hernández
Schedule	Check CESAG website.
Office hours	Monday and Tuesday from 2:00 p.m. to 4:00 p.m. by appointment: nblanco@cesag.org.
Course overview	Key subject to understand the impact of new media, based on digital technologies, its influences on people's behavior, and its impact on digital and personal communication.

Teacher Information	
Teacher	
Name	Ignacio Bergillos García
Department	Departamento de Ciencias de la Comunicación
E-Mail	ibergillos@comillas.edu

SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
<p>Contribution to the professional profile of the degree</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.</p> <p>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>In addition, new technology imply new roles also into personal life, so this subject go deeply on this new social patterns, its subcultures arising from use of technology and human behavior associated.</p>
<p>Prerequisites</p> <p>It is open to every student.</p>

Competencies - Objectives

Competences

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

1. Critical thinking in a world dominated by technology and screens.
2. Technology and society. Hypermodernity, turbotemporality, society of the ephemeral, technological determinism.
3. Characteristics of digital culture. Associated Phenomena.
4. Conceptual perspectives of digital culture. From the field of culture to daily life.
5. Media convergence. Products and effects.
6. Effects and convergences between economy and culture. Globalization. Digital divide.
7. Socio-cultural effects. online identities. Privacy.
8. The world of social networks. Culture of connectivity.
9. New perception. visual culture. Addiction or devotion.
10. The future of new media. Big data.

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	

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Final exam (no resitting)	<p>Knowledge of the content of the subject will be valued.</p> <p>The ability to associate concepts with each other.</p> <p>The ability to express ideas in an orderly and systematic way.</p> <p>The quality of the writing -at a syntactic and orthographic level.</p> <p>The organization and coherence of the exposed topic.</p> <p>The participation and quality of the oral presentation.</p>	50
Work group (project)	<p>Knowledge of the subject and their interactions are valued.</p> <p>The capacity for reflection is valued.</p> <p>The ability to express clearly and precisely the concepts studied is valued.</p> <p>Linguistic correctness is also evaluated, from syntax to spelling.</p>	20
Academic Essay	<p>Knowledge of the subject and their interactions are valued.</p> <p>The capacity for reflection and personal contributions (conclusions) are valued.</p> <p>The ability to express clearly and precisely the concepts studied is valued.</p> <p>Linguistic correctness is also evaluated, from syntax to spelling.</p>	20
Oral and written grammatical correction. At least 10% of the final mark will be allocated to the		

evaluation of the correct oral and written expression in the co-official languages, knowledge required in the degree as general competence and transversal competence. At this point spelling and grammar will be tested.

Attitude, participation and motivation will also be valued.

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Ratings

To pass the total of the subject it is necessary to pass each one of the works and tasks assigned during the course plus the final test (exam).

Absence or non-participation, without just cause, will result in a 0 in the evaluation of that instrument.

- The projects and/or individual works will be recoverable (and essential to be able to take the extraordinary exam in July).
- Work group is not resit.
- The exam will not be resit, which will mean its repetition during the extraordinary call for the month of July.

IMPORTANT: The subject trains students in their specificities, also having as an objective the practice and improvement of the language. Both the most advanced aspects of morphology and syntax, as well as those of semantics, will be worked on, adapting the language to the different formats: written or audiovisual. Likewise, in the communicative function, the lexicon is given special attention as the basis for the enrichment of the language and its application to the different genres and texts, and the rules of the RAE and style books are followed. Spelling mistakes made by students in the different evaluation activities will be penalized.

It is essential that students learn to express themselves correctly and fluently orally or in writing, adapting to different registers, which includes the ability to write clear and well-structured texts, to analyze different types of speech and to write detailed expositions of topics. complex.

For these reasons, at least 10% of the final mark will be allocated to the evaluation of correct oral and written expression in the co-official languages, knowledge required in the degree as general competence and transversal competence. At this point spelling and grammar will be tested.

Both in the ordinary and in the extraordinary call, the same criteria will be applied in terms of spelling correction and oral expression.

WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
First partial exam	About week 5	Week 5
Second partial exam	About week 10	Week 10
Third partial exam	About week 15	Week 15
Academic Essay	Before Christmas, the essay will be assessed	Along the course
Seminars	Weekly, except weeks 1, 5, 10 and 15	

Basic Bibliography

(Español) **SPANISH EDITION**

- *Clics contra la humanidad. Libertad y resistencia en la era de la distracción tecnológica.* James Williams. Gatopardo Ensayo, 2021.
- *Contra el rebaño digital.* Jaron Lanier. Editorial Debate, 2011.
- *Culturas Digitales.* José Luis Orihuela. Ediciones Eunat (Colección CreaTiva, Internet: obras generales), 2021.
- *Diez razones para borrar tus redes sociales de inmediato.* Jaron Lanier. Editorial Debate, 2018.
- *El filtro burbuja: Cómo la web decide lo que leemos y lo que pensamos.* Eli Pariser. Editorial Taurus, 2017.
- *El yo saturado: Dilemas de identidad en el mundo contemporáneo.* Kenneth J. Gergen y Leandro Wolfson. Editorial Paidós, Contextos, edición 2018.
- *En defensa de la conversación: El poder de la conversación en la era digital.* Ático Bolsillo, 2021.
- *Irresistible. ¿Quién nos ha convertido en yonquis tecnológicos?* Adam Alter. Paidós, 2018.
- *La cultura de la conectividad. Una historia crítica de las redes sociales.* José Van Dijck. Siglo XXI Editores, 2016.
- *La era de la información: Economía, sociedad y cultura: I. La sociedad red.* Manuel Castells. Alianza Editorial, 2005.
- *La Era De La Disrupción Digital: Empleo, Desigualdad Y Bienestar Social Ante Las Nuevas Tecnologías.* Rafael Doménech y Javier Andrés, 2020. ISBN 10: 8423431320 / ISBN 13: 9788423431328.
- *La imagen compleja.* Josep M. Catalá. Servicio de Publicaciones UAB, 2005.
- *La pantalla global: Cultura mediática y cine en la era hipermoderna.* Gilles Lipovetsky y Jean Serroy. Editorial Anagrama, 2009.
- *La sociedad del desconocimiento.* Daniel Innerarity. Galaxia Gutenberg, 2022.
- *La sociedad red: una visión global.* Manuel Castells (ed.). Alianza Editorial, 2006.
- *¿Quién controla el futuro?* Jaron Lanier. Editorial Debate, 2019.
- *Superficiales: ¿Qué está haciendo Internet con nuestras mentes?* Ed. De Bolsillo, 2018.
- *Tiempos hipermodernos.* Lipovetsky, G. Editorial Anagrama, 2007.
- *Vida Líquida.* Zygmunt Bauman. Paidós, 2010.

*Industrias Culturales (Estu a4Z): *Comunicación y Cultura en la era digital: Industria, Mercados y Diversidad en España.* Enrique Bustamante (Ed.). Gedisa, Serie Multimedia, 2009.

(Inglés) **ENGLISH EDITION**

- *Alone Together: Why We Expect More from Technology and Less from Each Other.* Sherry Talker. New York: Basic Books, (3th Edition), 2017.
- *Economy, Society and Culture (v.1). The information age.* Manuel Castells. Blackwell Publishers, 2000.
- *Hello World: How to be Human in the Age of the Machine.* Hannah Fry. Penguin Books Limited, Sep 6, 2018.
- *Human Work. In the age of smart machines.* Jamie Merisotis. Rosetta Books Publishers, 2020.
- *Outnumbered: From Facebook and Google to Fake News and Filter-bubbles – The Algorithms That Control Our Lives.* David Sumpter. Bloomsbury, 2018.
- *Reclaiming Conversation: The Power of Talk in a Digital Age.* Sherry Turkle. Penguin Books, 2016.
- *The Filter Bubble: What The Internet Is Hiding From You.* Eli Pariser. Penguin Books Limited, Mar 1, 2012. Business & Economics.
- *The Machine in the Ghost: Digitality and its Consequences.* Robin Boast. Reaction Books, 2017.
- *The saturated self* by Kenneth J. Gergen (Basic Books), English version.
- *The Shallows. How the Internet is Changing the Way We Think, Read and Remember.* Nicholas Carr, 2020. Atlantic Books.
- *Understanding Digital Culture.* Vincent Miller. Sage Publishing, (2nd Edition), 2020.
- *The Network Society. A cross-cultural perspective.* Manuel Castells. Edward Elgar Publishing Ltd., 2004.

Artículos Académicos:

- *La cultura digital*. Amparo Lasén y Héctor puente. UOC, Universitat Oberta de Catalunya, 2016.
- *Ruta al nuevo mundo: la construcción social de la cibercultura*. Xavier Brito-Alvarado. Sociología y Tecnociencia. Revista Digital del Sistema Tecno-científico, 2015.
- 'De la digitalización de la cultura a la cultura digital', (Dossier), Coord. Pau Alsina. Revista Digithum. Las humanidades en la era digital, N°12, Mayo 2010.
- *El pensamiento crítico en la hipermodernidad: turbotemporalidad y pantallas*. J.C. Ruiz Sánchez, Universidad de Córdoba. Ámbitos, 2018, (pp.77-87).

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>