

FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
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 [Tercer Curso]
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.

Datos del profesorado	
Teacher	
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Teacher	
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DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación
<p>The emergence of the Internet has produced a deep change in the way we connect and socially engage with others. This means that communication is now under a new set of rules, that modifies media and social relations.</p> <p>The effects of this new ways of communicating are so deep that this is usually described as a new era, a new social environment, altering most of our traditional ways of communicating. Advertising in particular has been deeply affected.</p>

Prerequisitos

It is open to every student.

Competencias - Objetivos

Competencias

BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

1. Technology and society. Determinism, 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

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

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.

RESUMEN HORAS DE TRABAJO DEL ALUMNO

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

ECTS CREDITS: 6,0 (150,00 hours)

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

Evaluation activities	Evaluation criteria	Weight
Final exam	Knowledge and accuracy	40
Work (project)	Accuracy	20
Exams along the course	Skills to explain what has been learnt.	30
Assistance, participation, seminars	Involvement	10

Calificaciones

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

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

Only the final exam and the work admit resitting.

PLAN DE TRABAJO Y CRONOGRAMA

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	

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

- 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.

Bibliografía Complementaria

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/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>