

## TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Digital Culture
Subject code	E000005096
Main program	<a href="#">Bachelor's Degree in Audiovisual Communication</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 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.</p>
<p><b>Prerequisites</b></p> <p>It is open to every student.</p>

Competencies - Objectives
<p><b>Competences</b></p>

## THEMATIC BLOCKS AND CONTENTS

### Contents - Thematic Blocks

1. Tecnología y sociedad. Determinismo, teorías sociales, teorías incorporando a la tecnología como actor social.
2. Características de la cultura digital. Fenómenos asociados. Paralelismos con la filosofía.
3. Historia de la cultura digital.
4. La convergencia de medios.
5. Efectos mutuos entre economía y cultura. Globalización. Brecha digital
6. Efectos socio culturales. Identidades online. Privacidad
7. El mundo de las redes sociales. Cultura de la conectividad
8. Nueva percepción. Cultura visual. Adicción
9. El futuro de los nuevos medios. Big data. Tecnófobos vs tecnófilos

## TEACHING METHODOLOGY

### General methodological aspects of the subject

Interacción profesor-estudiante (presencial-On line)

- Centradas en el profesor. Clases teóricas.
- Centradas en el alumno. Seminarios, presentaciones, debate.

Trabajo autónomo del estudiante (no presencial)

- Estudio y trabajo individual.

## SUMMARY STUDENT WORKING HOURS

**CLASSROOM HOURS**

**NON-PRESENTIAL HOURS**

**ECTS CREDITS: 6,0 (0 hours)**

## EVALUATION AND CRITERIA

### 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.

## 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/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792](https://servicios.upcomillas.es/sedeelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792)