TECHNICAL SHEET OF THE SUBJECT

Data of the subject

Subject name	Digital Culture
Subject code	E000005096
Mainprogram	[Bachelor's Degree in Advertising and Public Relations](#)
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)
EMail	nblanco@cesag.comillas.edu

SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

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.

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.

Prerequisites

It is open to every student.

Competencies - Objectives

Competences

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks
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

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	
ECTS CREDITS: 6,0 (150,00 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.

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	

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.