

## JOU370 Digital Cultures

Course Title	<b>Digital Cultures</b>				
Course Code	<b>JOU370</b>				
Course Type	<b>Compulsory</b>				
Level	<b>BA</b>				
Year / Semester	3/SPRING				
Teacher's Name	Prof. George Kalliris, Panayiotis Charalambous				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	<p>This course introduces students to the dynamics of the digital and post-digital information age, smart technology and its effects upon hybrid media systems. Students are involved in the discussion of the latest technological developments and their global spread, particularly the digital and post-digital revolution and the effects upon new and traditional audiovisual media conglomerates. On the basis of this discussion, the course will focus on different forms of digital and post-digital media culture as it is shaped in the current era of media hybridization</p>				
Learning Outcomes	<p>By the end of the course, it is expected that students will be able:</p> <ol style="list-style-type: none"> <li>1. to acquaint with the basic context of the digital and post-digital age;</li> <li>2. to understand the links between the technological, the cultural and other dimensions of the post-digital era</li> <li>3. to demonstrate an understanding on the basic repercussions of the hybrid media system;</li> <li>4. to analyze and discuss critically codes employed in media hybridization</li> <li>5. to develop comparative arguments on different and various forms of digital and post-digital media cultures</li> </ol>				
Prerequisites	None	Required	None		
Course Content	<p><b>The electronic revolution and the digital &amp; post-digital society</b>            Digital natives Vs Digital immigrants. Digital &amp; post-digital forms of codification. Technological leap, mass diffusion and repercussions. Expansion of communication and its use in production. Digital and post-digital audience.</p> <p><b>Social networks and the network logic in the new media age</b>            The digital divide in the post-digital age. Digital culture and everyday life. Hybridization.</p> <p><b>Hybrid media systems</b>            Cyberspace. Digital AV media and beyond. The era beyond digitalization: effects and challenges. Comparing and contrasting AV media.</p>				

	<p><b>Simulation and spectacle: hybrid norms of AV media perceptions</b></p> <p>On line social networking. Cyberpunk: utopia and dystopia. The public sphere in the age of digital &amp; post-digital culture. Mutations and hybridities: the cyborg. Challenges of hybrid AV media systems.</p>						
<p>Teaching Methodology</p>	<p>Lectures, demonstrations and screenings engage students in a discussion on the context and forms of digital and post-digital culture. Students are asked to read some theoretical texts and identify the key points in written assignments at home, which are then discussed in class. Students become acquainted with the basic repercussions and significance of the emergence of the digital and smart technology in general and hybrid media in particular and they are able to develop comparative arguments on the transformations in contemporary post-digital media age.</p>						
<p>Bibliography</p>	<p>Cramer, F. (2015). What is post-digital?, <i>Post Digital Aesthetics</i>, London: Palgrave Macmillan, pp.12-26.</p> <ul style="list-style-type: none"> <li>• Chadwick, A. (2017). <i>The Hybrid Media System: Politics and Power</i>. New York: Oxford</li> <li>• Wessels, B. (2010) <i>Understanding the internet</i>, London: Palgrave Macmillan.</li> <li>• Jenkins, H. (2006) <i>Where old and new media collide</i>, New York: N.York University Press.</li> <li>• Parlfrey, J and Gasser, U. (2008), <i>Born Digital</i>, New York: Basic Books</li> <li>• Bell, D and Kennedy, B. (2007), <i>The cybercultures reader</i>, Second Edition, London: Routledge.</li> <li>• Castels, M. (2000) <i>The rise of the network society Vol. 1</i>, Oxford: Blackwell.</li> <li>• Miller, V. (2011) <i>Understanding digital culture</i>, London: Sage.</li> <li>• Menelaou, N. (2016) New Media Effects on Connectedness, <i>International Journal of Arts and Commerce</i>, Vol. 5 No 2, pp 1- 7</li> <li>• Menelaou, N. (2017) New Media, Time Management and Addiction, <i>Journal of Media Critiques</i>, Vol.3, No 11, Special issue 3</li> </ul>						
<p>Assessment</p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;"><input type="checkbox"/> Mid-Term</td> <td style="width: 50%; text-align: right;">30%</td> </tr> <tr> <td><input type="checkbox"/> Homework assignment</td> <td style="text-align: right;">20%</td> </tr> <tr> <td><input type="checkbox"/> Final exam</td> <td style="text-align: right;">50%</td> </tr> </table> <p>The assessment will be based on student's ability to demonstrate an understanding of the context and content of the digital era and analyse the links between the technological and the social aspects of digital culture upon hybrid media systems.</p> <p>Specific requirements for the assignments and the assessment criteria are written down on the project brief that is handed out to students.</p> <p>For mid-term, students are examined on the topics covered up to the date of the test.</p> <p>The final exam is based on the whole course syllabus covered in the semester.</p>	<input type="checkbox"/> Mid-Term	30%	<input type="checkbox"/> Homework assignment	20%	<input type="checkbox"/> Final exam	50%
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<input type="checkbox"/> Homework assignment	20%						
<input type="checkbox"/> Final exam	50%						

	<b>Assessment Criteria for the homework assignment are:</b>  Conceptual understanding and analytical skills - 40% Structuring and developing argumentation - 30% Presentation and Communication - 30%
Language	Greek