

Course title:	DIGITAL CULTURE	
Course code:	AAVC 230	
Type of course:	Required	
Level of course:	Bachelor	
Year of study:	3 rd	
Semester when the course is delivered:	5 th	
Prerequisites:	AAVC 103, AAVC 130	
Number of ECTS credits allocated :	6	
Hours:	3	
Name of lecturer(s):		
Aims of this course:	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.	
Learning outcomes of the course:	Upon completion of the course, students should be able:	Programme L.O.
	to acquaint with the basic context of the digital and post-digital age;	3, 5, 7
	to understand the links between the technological, the cultural and other dimensions of the post-digital era in AV media;	3, 5, 7
	to demonstrate an understanding on the basic repercussions of the hybrid media system;	3, 6, 7
	to analyze and discuss critically codes employed in media hybridization;	3, 6, 7
	to develop comparative arguments on different and various forms of digital and post-digital media cultures.	3, 6, 7
Course content:	<p>The electronic revolution and the digital & post-digital society</p> <p>Digital natives Vs Digital immigrants. Digital & 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>Social networks and the network logic in the new media age</p> <p>The digital divide in the post-digital age. Digital culture and everyday life. Hybridization.</p> <p>Hybrid media systems</p> <p>Cyberspace. Digital AV media and beyond. The era beyond digitalization: effects and challenges. Comparing and contrasting AV media.</p> <p>Simulation and spectacle: hybrid norms of AV media perceptions</p> <p>On line social networking. Cyberpunk: utopia and dystopia. The public sphere in the age of digital & post-digital culture. Mutations and hybridities: the cyborg. Challenges of hybrid AV media systems.</p>	
Essential reading:	Notes Theodora Maniou (2018)	
Recommended reading	<p>Cramer, F. (2015). What is post-digital?, <i>Post Digital Aesthetics</i>, London: Palgrave Macmillan, pp.12-26.</p> <p>Chadwick, A. (2017). <i>The Hybrid Media System: Politics and Power</i>. New York: Oxford</p>	

	<p>University Press.</p> <p>Wessels, B. (2010) <i>Understanding the internet</i>, London: Palgrave Macmillan.</p> <p>Jenkins, H. (2006) <i>Where old and new media collide</i>, New York: N.York University Press.</p> <p>Parlfrey, J and Gasser, U. (2008), <i>Born Digital</i>, New York: Basic Books</p> <p>Bell, D and Kennedy, B. (2007), <i>The cybercultures reader</i>, Second Edition, London: Routledge.</p> <p>Maniou, Th. & Seitanidis, I.(2018).Television beyond Digitalization: Economics, Competitiveness and Future Perspectives. <i>International Journal of Digital Television</i>, 9 (2), 105-123. Doi:10.1386/jdtv.9.2.105_1</p> <p>Castels, M. (2000) <i>The rise of the network society Vol. 1</i>, Oxford: Blackwell.</p> <p>Miller, V. (2011) <i>Understanding digital culture</i>, London: Sage.</p>												
Planned learning activities and teaching methods:	<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>												
Assessment techniques and Assessments criteria:	<table border="0"> <tr> <td>Mid-Term</td> <td>30%</td> </tr> <tr> <td>Homework assignment</td> <td>20%</td> </tr> <tr> <td>Final exam</td> <td>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. The final exam is based on the whole course syllabus covered in the semester.</p> <p>Assessment Criteria for the homework assignment are:</p> <table border="0"> <tr> <td>Conceptual understanding and analytical skills</td> <td>- 40%</td> </tr> <tr> <td>Structuring and developing argumentation</td> <td>- 30%</td> </tr> <tr> <td>Presentation and Communication</td> <td>- 30%</td> </tr> </table>	Mid-Term	30%	Homework assignment	20%	Final exam	50%	Conceptual understanding and analytical skills	- 40%	Structuring and developing argumentation	- 30%	Presentation and Communication	- 30%
Mid-Term	30%												
Homework assignment	20%												
Final exam	50%												
Conceptual understanding and analytical skills	- 40%												
Structuring and developing argumentation	- 30%												
Presentation and Communication	- 30%												
Language of instruction:	English												
Work placement(s):	None												