# Digital Media [6 ECTS credits]

## Prof. Elisabetta Locatelli

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to analyse the relationship between digital media and social processes by retracing their historical development and studying the main sociological theories on their social implications. The aim of this course is to enable participants to gain knowledge and skills to assess the social implications of digital media.

The expected learning results are as follows:

- Knowledge and understanding: By the end of the course, students will know the stages in the evolutionary history of digital media, the characteristics of each medium and the main sociological theories on new media.

- Knowledge and ability to understand: By the end of the course, students will be able to apply critical thinking to the development of digital media and apply the knowledge learned to analysing digital media and platforms.

- Independence of judgement: By the end of the course, students will be able to develop a critical perspective on the evolution of new media and digital media.

Communicative skills: By the end of the course, students will be able to understand the specific communicative features of digital media.

- Learning skills: By the end of the course, students will be able to link theories with empirical analysis.

***COURSE CONTENT***

The first part of the course will cover the main characteristics of the new media, their history and the most recent transformations of the contemporary media system. In the second part of the course, the social aspects of digital media and social media will be addressed by illustrating the main related sociological approaches.

The course provides the opportunity to conduct a group assignment designed as an opportunity to apply the skills learned.

***READING LIST***

*Reading list for those doing the analysis task*

G. Balbi-P. Magaudda, *Media Digitali. La storia, i contesti sociali, le narrazioni,* Laterza, Bari, 2021.

Educatt course pack

Course notes/slides

*Reading list for those not doing the analysis task*

G. Balbi-P. Magaudda, *Media Digitali. La storia, i contesti sociali, le narrazioni,* Laterza, Bari, 2021.

Educatt course pack

van Dijck Josè, Poell Thomas, de Waal Martijn, *Platform society. Valori pubblici e società connessa,* Guerini Scientifica, Milano, 2019.

Course slides/notes

***TEACHING METHOD***

The course is delivered by means of frontal lectures with case studies. Students will also conduct a group analysis.

***ASSESSMENT METHOD AND CRITERIA***

For students who will have done the group assignment, the mark will be based on this (50%) and on an individual written test on the contents of the reading list (50%). In the written test, students must demonstrate knowledge of the theoretical foundations and concepts discussed in the exam texts. The written examination consists of 14 closed questions (11 worth 2 points and 3 worth 3 points).

For students who will not have done the group assignment, the mark will be based on a written test on the contents of the reading list. In the written test, students must demonstrate knowledge of the theoretical foundations and concepts discussed. The written exam consists of 12 closed questions and one open question. The questions are each worth 2 points. The open question will be marked from 0 to 7, according to the following criteria: fullness and relevance of the answer (60%), logical and coherent structure of the discourse (40%).

***NOTES AND PREREQUISITES***

**As this is an introductory course, it has no prerequisites in terms of contents.**

Attendance is strongly encouraged. The updated syllabus, reading list, instructions and other documents will be published on the course Blackboard page, which students should check regularly. Timetable changes, exam information, etc. will be communicated via Blackboard and students’ university email addresses.

Should the Covid-19 health emergency prevent in-person teaching and/or assessment, ongoing or final, remote alternatives will be put in place via the university Blackboard platform, Microsoft Teams and any other means, details of which will be provided at the beginning of the course, so as to ensure the learning objectives set out in the study plans are met in full whilst safeguarding our students’ health.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG, or on the Faculty notice board.