Course Unit	Digital Culture			Field of study	Audiovisuals and Media Production		
Bachelor in	Multimedia			School	School of Public Management, Communication and Tourism		
Academic Year	2023/2024	Year of study	2	Level	1-2	ECTS credits	3.0
Type	Semestral	Semester	2	Code	9213-656-2104-00-23		

Workload (hours)	81	Contact hours	T -	TP 30	PL -	TC -	S -	E -	OT -	O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)	Roberto Ivo Fernandes Vaz

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Understand what digital culture consists of, how it started to spread, and the most important related themes.
2. Articulate multiple perspectives on how digital technologies and their ubiquity have transformed human behavior, corporeality, productivity, intelligence, justice, and identity.
3. Understand and critically debate how network cultures are situated in the context of globalization.
4. Explore the impact, context, and manifestations of communication and information technologies on the social, cultural, economic, and material conditions of real bodies.
5. Understand some common convictions and themes that shape specific aesthetics linked to cyberculture.

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable.

Course contents

Origin and definition of digital culture. Industrial Revolution and impacts on today's society. Key theories from Castells, M., Lévy, P., Haraway, D. and McLuhan, M. Gender & dentity issues in the ICT age. Creative and collaborative culture, art in the era of sharing. Challenges of big data, technology, and democracy. Hackers. Network effects: security, privacy, social media, and e-business. Socio-cultural perspectives to reflect about communication and interpretation paradigms.

Course contents (extended version)

1. The relationship between machine and mankind.
2. The Industrial Revolution.
3. Hackers, Deep & Dark web.
4. Manuel Castell's, Pierre Lévy's, Donna Haraway's and Marshall McLuhan's key theories.
5. Gender and identity issues in the age of ICT.
6. Fake news.
7. Security and privacy on social media.
8. Network effects in e-business.
9. Collaborative creative culture, art in the era of sharing.
10. The challenges of big data, technology and democracy.
11. Transcultural and anaerobic influences.

Recommended reading

1. Miller, V. (2020). Understanding Digital Culture. United Kingdom: SAGE Publications. ISBN: 978-1-4739-9386-0
2. Gere, C. (2008). Digital Culture. London: Reaktion Books Ltd, ISBN: 9781861893888.
3. Bell, D. (2007). Cyberculture Theorists: Manuel Castells and Donna Haraway. London & New York: Routledge. ISBN: 0415324319.
4. Lévy, P. (1999). Cibercultura. São Paulo: Editora 34. ISBN: 8573261269.
5. Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2016). Platform revolution: How networked markets are transforming the economy and how to make them work for you. WW Norton & Company.

Teaching and learning methods

Teaching activities are organized in theoretical-practical sessions. Theoretical syllabuses encompass the presentation, analysis, and critical discussion of key texts and audiovisual media, while the practical encourage the development and exposition of critical thinking, supporting the completion of assignments. Autonomous work hours presuppose an active attitude on the part of the students.

Assessment methods

1. Final evaluation - (Regular, Student Worker) (Final)
   - Experimental Work - 25%
   - Practical Work - 25%
   - Final Written Exam - 50%
2. Final Exam Evaluation - (Regular, Student Worker) (Supplementary, Special)
   - Final Written Exam - 100%
3. Assessment for Students in Mobility - (Regular, Student Worker) (Supplementary, Special)
   - Final Written Exam - 100%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Roberto Ivo Fernandes Vaz	Ana Lucia Jesus Pinto	Barbara Costa Vilas Boas Barroso	Luisa Margarida Barata Lopes
08-03-2024	03-05-2024	05-05-2024	08-05-2024