Course Unit	Digital Culture			Field of study	Audiovisuals and Media Production		
Bachelor in	Multimedia			School	School of Public Management, Communication and Tourism		
Academic Year	2021/2022	Year of study	2	Level	1-2	ECTS credits	3.0
Type	Semestral	Semester	2	Code	9213-656-2104-00-21		

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)	Rita Carolina Morais da Costa

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:
1. Indicate some of the most important themes and questions that make up a digital culture perspective.
2. Articulate multiple perspectives on the ways in which machines have affected what we think of as human, embodiment, intelligence, justice and identity.
3. Understand and debate how cybercultures and network cultures are situated within the context of globalization;
4. Explore the impact, context and manifestations of computer technology and ICTs on the social, cultural, economic and material conditions of real bodies.
5. Understand some of the common convictions and motifs that make up certain aesthetics connected to cyberculture.

Prerequisites

Not applicable

Course contents

What is digital culture.The industrial revolutions and its impact in the current society. Hackers, Deep & Dark web. The key theories from Manuel Castell, Pierre Lévy, Donna Haraway and MArshall McLuhan. The issues on gender and identity in the age of ICT. Creative and collaborative culture, art in the era of sharing. The challenges of big data, technology and democracy. Endorses historical and contemporary socio-cultural perspectives in order to compare and contrast 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. Collaborative creative culture, art in the era of sharing.
8. The challenges of big data, technology and democracy.
9. Transcultural and anaerobic influences.

Recommended reading

1. Bell, D. (2007). Cyberculture Theorists: Manuel Castells and Donna Haraway. Londres & Nova Iorque: Routledge. ISBN: 0415324319.
2. Castells, M. (2010). End of the Millenium – The information Age: Economy, Society and Culture, Vol. III, 2a ed. [s/l]: Wiley-Blackwell. ISBN: 1405196882.
3. Haraway; D. (2003). The Haraway Reader. Londres & Nova Iorque: Routledge. ISBN: 0415966892.
4. Lévy, P. (1999). Cibercultura. São Paulo: Editora 34. ISBN: 8573261269.
5. Navar, P. K. (ed.) (2010). The new media and cybercultures anthology. [s/l]: Wiley- Blackwell. ISBN: 1405183071

Teaching and learning methods

Method that summarizes a combination of exposure, discussion and critical reading of key texts. As well as audiovisual supports. Interrogative and active method: students are encouraged to develop critical thinking about the subjects spoken in class (through discussion, writing or audiovisual products).

Assessment methods

1. Distributed Evaluation - (Regular, Student Worker) (Final)
   - Experimental Work - 30%
   - Final Written Exam - 50%
   - Practical Work - 20%
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

Rita Carolina Morais da Costa	Ana Lucia Jesus Pinto	Carlos Sousa Casimiro da Costa	Luisa Margarida Barata Lopes
18-10-2021	18-10-2021	18-10-2021	23-10-2021