



UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course: DIGITAL CULTURE

Type: ELECTIVE

Degree: 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM

Center: 12 - FACULTY OF COMMUNICATION

Year: 4

Main language: Spanish

Use of additional

languages:

Web site:

Code: 16335

ECTS credits: 6

Academic year: 2021-22

Group(s): 30

Duration: C2

Second language: English

English Friendly: Y

Bilingual: N

Lecturer: VANESA SAIZ ECHEZARRETA - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
2.09	DPTO. EN CONSTITUCIÓN		vanesa.saiz@uclm.es	

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course

Course competences

Code	Description
E02	Capacity and ability to fluently and effectively express and communicate both orally and in writing, by adequately using the most appropriate linguistic and literary resources to each communication medium.
E10	Capacity and ability to design formal and aesthetic elements for written, graphic, audiovisual and digital media, as well as to use IT techniques for representation and conveyance of facts and data via infographic systems
E11	Capacity and ability to use Information and Communication technologies and techniques in the different media or in combined and interactive media (multimedia) systems.
E12	Capacity and ability to undertake core journalistic tasks in different subject areas, applying journalistic genres and procedures.
E13	Capacity for devising, planning and executing Information or Communication projects.
E14	Capacity to experiment and innovate by learning and using techniques and methods applied to improvement of quality and self-assessment processes. Develop capacity for autonomous learning, adaptation to change and creativity-driven innovation.
E17	Knowledge of current sciences, capacity to analyse their informative and communicative processing and ability to convey such knowledge and progress to a vast non-specialised public in an understandable and efficient manner.
E18	Egalitarian awareness with regards to individuals and peoples, respect for international human rights, and knowledge of the great cultural or civilising trends related to individual and collective fundamental values.
G01	B1 level of a second foreign language, as per the Common European Framework of Reference for Languages
G02	Knowledge about Information and Communication Technologies (ICTs).
G03	Adequate oral and written communication skills.
G04	Ethical commitment and professional ethics.
G06	Apply and transmit journalistic knowledge in an understandable, professional and ethical manner to citizens.
G10	Learn techniques to search, identify, select and compile information, as well as the methods needed to critically analyse any type of sources, documents and facts, both to adequately process and transform them into significant information by using the relevant informative and communicative language.

5. Objectives or Learning Outcomes

Course learning outcomes

Not established.

Additional outcomes

Recognize the main conceptual approaches about digital cultures and technology
Describe the sociotechnical dimensions and mechanisms for the production of discourses and representations in digital environments
Discuss the processes of socialization and the emerging forms of collective action in relationship with technology
Design a collaborative project oriented by the values of the pro-common culture
Appreciate and evaluate the self-learning process developed in an uncertainty context, as well as the collaborative work.

6. Units / Contents

Unit 1: Digital cultures conceptualization

Unit 1.1 Software culture and big data

Unit 1.2 Virtual communities and digital identities

Unit 2: Sociology of technology and the Internet

Unit 2.1 Critical review of the concept of technology the end of technological determinism

Unit 2.2 Approach to the actor-network theory: concept of shared agency

Unit 2.3 Sociopolitical and cultural dimensions of technology: do artifacts have politics?

Unit 3: Technologic socialization

Unit 3.1 Remediation and social practices: bodies, affects and subjectivity

Unit 3.2 Public sphere and digital citizenship: new forms of collective action

Unit 3.3

Unit 4: Social journalism: commitment and participation in communities

Unit 4.1 Journalism as mediation: the pro-common perspective

Unit 4.2 Listening techniques and evaluation of the communicative needs of a community

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Writing of reports or projects [OFF-SITE]	Cooperative / Collaborative Learning	E02 E07 E18 G03 G04	1.12	28	Y	Y	
Class Attendance (practical) [ON-SITE]	Cooperative / Collaborative Learning	E02 E07 G02 G03 G04	1	25	Y	N	

Class Attendance (theory) [ON-SITE]	Debates	E07 E15 G02	1	25	Y	N	
Final test [ON-SITE]	Reading and Analysis of Reviews and Articles	E02 E07 G03 G04	0.2	5	Y	Y	
On-line debates and forums [OFF-SITE]	Online Forums	E02 E07 G02 G03	0.6	15	N	-	
Group tutoring sessions [ON-SITE]	Group tutoring sessions	E02 E07 E18 G03 G04	0.2	5	N	-	
Analysis of articles and reviews [OFF-SITE]	Reading and Analysis of Reviews and Articles	E05 E15 G01 G02	0.8	20	N	-	
Study and Exam Preparation [OFF-SITE]	Self-study	E05 E15 G01 G02	1.08	27	N	-	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Practicum and practical activities reports assessment	70.00%	50.00%	This section includes weekly reading tests, individual exercises and group work. The percentage of each practice will be published on the virtual campus.
Final test	30.00%	50.00%	Individual theoretical essay.
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

To be able to pass the subject the minimum score in each of the sections (practices, assistance and theoretical essay) must be 4 out of 10 points.

In this subject will be applied the evaluation criteria of the Degree in Journalism and those of the UCLM.

Class attendance is required (at least 80% of the sessions).

In case any section has been failed with less than a score of 4, the mathematical average would not be calculated, and the score of the subject will be 4.9.

Students who can not attend classes regularly will be able to pass the course by presenting a project work which will be developed with supervision.

Non-continuous evaluation:

Evaluation criteria not defined

Specifications for the resit/retake exam:

Only the failed section must be retaken.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	28
Final test [PRESENCIAL][Reading and Analysis of Reviews and Articles]	5
On-line debates and forums [AUTÓNOMA][Online Forums]	15
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	27
Unit 1 (de 4): Digital cultures conceptualization	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Cooperative / Collaborative Learning]	7
Class Attendance (theory) [PRESENCIAL][Debates]	7
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	5
Unit 2 (de 4): Sociology of technology and the Internet	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Cooperative / Collaborative Learning]	6
Class Attendance (theory) [PRESENCIAL][Debates]	6
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	5
Unit 3 (de 4): Technologic socialization	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Cooperative / Collaborative Learning]	6
Class Attendance (theory) [PRESENCIAL][Debates]	6
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	5
Unit 4 (de 4): Social journalism: commitment and participation in communities	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Cooperative / Collaborative Learning]	6
Class Attendance (theory) [PRESENCIAL][Debates]	6
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	5
Global activity	
Activities	hours
Class Attendance (practical) [PRESENCIAL][Cooperative / Collaborative Learning]	25
On-line debates and forums [AUTÓNOMA][Online Forums]	15
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	20
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	28
Study and Exam Preparation [AUTÓNOMA][Self-study]	27
Class Attendance (theory) [PRESENCIAL][Debates]	25
Final test [PRESENCIAL][Reading and Analysis of Reviews and Articles]	5
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	5
Total horas: 150	

10. Bibliography and Sources					
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year Description
Lasen, A. y Casado, E.	Mediaciones tecnológicas: cuerpos, afectos y subjetividades		Madrid	9788474766585	2014
Latour, Bruno	Reensamblar lo social : una introducción a la teoría del act	Manantial,		978-987-500-114-5	2008

Lovink y San Vicente	Geert Lovink y el abismo de las redes sociales. Entrevista	La Grieta		
Rendueles, Cesar	http://lagrietaonline.com/saberes-disidentes-geert-lovink-y-el-abismo-de-las-redes-sociales/			
Evgeny Morozov	Sociofobia. El cambio político en la era de la utopía digital	Capitán Swing		2013
	La locura del solucionismo tecnológico	Katz Editores	Madrid	2015
	https://books.google.es/books?id=UjNCgAAQBAJ&printsec=frontcover&dq=evgeny+morozov&hl=es&sa=X&ved=0ahUKEwjwsOPKnvjiAhV0sHEKHQnLAGYQ6AEIMjAB#v=onepage&q=evgeny%20morozov&f=false			
Lovink, Geert	Social Media Abyss: Critical Internet Cultures and the Force of Negation	Polity Press	Cambridge	2016
	https://books.google.es/books?hl=es&lr=&id=zpNNDwAAQBAJ&oi=fnd&pg=PP2&dq=geert+lovink&ots=DObGEkU4Cm&sig=13Cs2i_l8vNvixnenAws9HyaWGM&redir_esc=y#v=onepage&q=geert%20lovink&f=false			
Serrano, Ana (Ed.)	Between the Public and Private in Mobile Communication	Routledge	Oxford	2017
	https://www.taylorfrancis.com/books/e/9781315399300			
Evgeny Morozov	Capitalismo Big Tech. ¿Welfare o neofeudalismo digital?	Enclave de libros		2018
De Rivera, Javier y Rendueles, Cesar	Digitalización y cambio social. De las expectativas apocalípticas a la tecnopolítica del presente			2019
	https://revistas.ucm.es/index.php/CRLA/article/view/66041			
Bolter, David; Grusin, Richard	Inmediatez, hipermediación, remediación			2011
	https://revistas.ucm.es/index.php/CIYC/article/view/36986			
Computer History Museum	Artificial Intelligence			
	https://www.youtube.com/watch?v=NGZx5GAUPys&list=PLQsxaNhYv8dbK3yMHXk35jtZFdu7o46gu&index=5			
De Rivera, Javier	Guía para entender y combatir el capitalismo digital			2018
	http://javierderivera.net/wp-content/uploads/2019/08/ESP-entenderyCombatiCapitalismodigital-J.Rivera.pdf			
Peter J. Denning and Craig H. Martell	Great Principles of Computing	MIT Press		2015
Denning, Peter J	Great Principles of Computing			2008
	https://core.ac.uk/reader/36728094			
Newport, Cal	Quit social media			2019
	https://www.youtube.com/watch?v=3E7hkPZ-HTk			
Tufekci, Zeynep	Twitter and Tear Gas: The Power and Fragility of Networked Protest	Yale University Press		2017
Cassin, Barbara and Syrotinski, Michael	Google me	Fordham University Press		
	https://www.fordhampress.com/9780823278077/google-me/			
Latour, Bruno	Reassembling the Social: An Introduction to Actor-Network-Theory	Oxford University Press	Oxford	2005
	https://books.google.es/books?id=AbQSDAAQBAJ&printsec=frontcover&dq=inauthor:%22Bruno+Latour%22&hl=es&sa=X&ved=0ahUKEwiY_biA0JvcAhUIL8AKHTaXChoQ6AEILDAB#v=onepage&q&f=false			
Aibar, E.	La vida social de las máquinas: orígenes, desarrollo y perspectivas actuales en la sociología de la tecnología			1996
Gillmor, Dan	Mediaactive. Creative Commons			2010
	http://mediaactive.com/			
Jeff Jarvis	Geeks Bearing Gifts: Imagining New Futures for News	CUNY Journalism Press		2014
Finn, Ed.	What Algorithms Want: Imagination in the Age of Computing	MIT		2017
Kelty, CM	Two Bits. La trascendencia cultural del software libre			
	https://n-1.cc/file/download/116296			
Manovich, L	Software takes comand			2008
	http://black2.fri.uni-lj.si/humbug/files/doktorat-vaupotic/zotero/storage/D22GEWS3/manovich_softbook_11_20_2008.pdf			
Sassen, Saskia	Expulsiones : brutalidad y complejidad en la economía global	Katz,	978-987-1566-95-2 (A)	2015
Woolgar, Steve	Configuring the user: the case of usability trials			1990
Turkle, Sherry	Alone Together: Why We Expect More from Technology and Less from Each Other			2012