



UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course: DIGITAL CULTURE

Type: CORE COURSE

Degree: 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION

Center: 12 - FACULTY OF COMMUNICATION

Year: 4

Main language: Spanish

Use of additional languages:

Web site:

Code: 16529

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
CB01	Possess and understand knowledge in an area of study that builds on the foundation of general secondary education and is at a level that relies on advanced textbooks and also includes knowledge from the cutting edge of their field of study.
CB03	Gather and interpret relevant data (usually within the area of study) in order to make value judgements that include a reflection on relevant social, scientific or ethical issues.
CE03	Understand the communication and audiovisual structure and its impact on public policies at the different territorial levels.
CE04	Know and decode the industrial and business phenomena of the audiovisual sector.
CG01	Know the essential characteristics of communication, its elements and results, with the aim of understanding the communicative phenomena that occur in today's society.
CG05	Know the constitutional values, ethical principles and deontological rules applying to audiovisual communication.
CG06	Know the state of the world and its recent historical evolution as well as acquiring the concepts necessary for understanding its political, economic, technological and sociocultural dimensions in such a way that they serve as an instrument in the resolution of professional problems and challenges.
CG07	Acquire the ability to work in a team, face collective challenges and cooperatively solve problems, respecting the diversity of the participants and of their contributions.
CT01	Learn a second foreign language.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

Handle the basic techniques of audiovisual production, both for conventional (television, cinema, radio) and contemporary (web, social networks) formats.

Pitch script proposals for commercial exploitation.

Examine the fundamental elements of the language of audiovisual communication in the process of composing information for transmission.

Recognise and understand the main conceptual approaches related to digital cultures and contemporary technology.

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		1.12	28	Y	Y	
Class Attendance (practical) [ON-SITE]	Cooperative / Collaborative Learning		1	25	Y	N	
Class Attendance (theory) [ON-SITE]	Debates		1	25	Y	N	
Final test [ON-SITE]	Reading and Analysis of Reviews and		0.2	5	Y	Y	

On-line debates and forums [OFF-SITE]	Articles		0.6	15	N	-
Group tutoring sessions [ON-SITE]	Group tutoring sessions		0.2	5	N	-
Analysis of articles and reviews [OFF-SITE]	Reading and Analysis of Reviews and Articles		0.8	20	N	-
Study and Exam Preparation [OFF-SITE]	Self-study		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 wouldn't 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]	6
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]	7
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
Lovink, Geert	Social Media Abyss: Critical Internet Cultures and the Force of Negation 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	Polity Press	Cambridge		2016
Serrano,	Between the Public and Private in Mobile Communication	Routledge	Oxford		2017

Ana (Ed.)	https://www.taylorfrancis.com/books/e/9781315399300			
Evgeny Morozov	Capitalismo Big Tech. ¿Welfare o neofeudalismo digital?	Enclave de libros		2018
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		
	http://lagrietaonline.com/saberes-disidentes-geert-lovink-y-el-abismo-de-las-redes-sociales/			
Rendueles, Cesar	Sociofobia. El cambio político en la era de la utopía digital	Capitán Swing		2013
Evgeny Morozov	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			
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=PLQsxaNhYv8dbK3yMHXk35jZFdU7o46gu&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