



# 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: 2022-23

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

This course is developed in the second semester of the fourth year, in the Digital Journalism itinerary. In it, it deepens the knowledge and skills acquired throughout the previous courses about digital environments, which are specifically addressed in subjects such as Information Society, Cyberjournalism and, in general, it is a transversal subject in the Degree, given the context of contemporary digital revolution.

This subject will deepen the analysis of digital cultures and the fundamental theoretical concepts that are being proposed for their understanding. Among them, it highlights the interest in the theoretical and analytical perspectives that have dealt with the critical definition of technology and its approaches taking into account its social, political, economic and cultural dimensions. Specifically, we will pay attention to the new forms of digital mediatization, the modes of representation and textuality characteristic of digital environments, as well as the emerging models of socialization and social organization that are articulated in relation to technology.

In parallel to the theoretical reflection, the course develops the project-based learning methodology. The aim is to imagine and implement projects linked to digital cultures that establish a link with reference communities that can directly or indirectly benefit from the approaches and activities designed in the group projects.

### 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.
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 How to understand culture?

Unit 1.2 Infrastructures and software: material bases of digital culture

Unit 1.3 Processes of subjectivation and socialization: identities and communities

#### 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** Artificial Intelligence and future challenges**Unit 4: Dissemination about digital culture, procommon and learning-based communities****ADDITIONAL COMMENTS, REMARKS**

The course is divided into a theoretical block comprising Topics 1, 2 and 3 and Topic 4 is linked to project development and will therefore be approached in a cross-sectional logic.

**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 E18 G03 G04	1.6	40	Y	Y	
Class Attendance (practical) [ON-SITE]	Cooperative / Collaborative Learning	E02 G02 G03 G04	1.04	26	Y	N	
Class Attendance (theory) [ON-SITE]	Debates	G02	0.64	16	Y	N	
Final test [ON-SITE]	Reading and Analysis of Reviews and Articles	E02 G03 G04	0.16	4	Y	Y	
Study and Exam Preparation [OFF-SITE]	Self-study	G01 G02	2	50	N	-	
Project or Topic Presentations [ON-SITE]			0.24	6	Y	N	
Group tutoring sessions [ON-SITE]			0.32	8	Y	N	
<b>Total:</b>			<b>6</b>	<b>150</b>			
<b>Total credits of in-class work: 2.4</b>			<b>Total class time hours: 60</b>				
<b>Total credits of out of class work: 3.6</b>			<b>Total hours of out of class work: 90</b>				

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%	In the continuous evaluation the test will consist of an individual theoretical essay, in the case of the non-continuous evaluation an exam of development questions on the materials worked in the program.
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

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:**

In order to pass the course in the internship report and in the final exam, a minimum score of 4 out of 10 points must be obtained in each of them.

The evaluation of the activities carried out in previous courses will not be retained.

The rules of plagiarism and spelling correction common to the Degree will be applied.

This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation rules approved by the Faculty.

**Non-continuous evaluation:**

In order to pass the course in the internship report and in the final exam, a minimum score of 4 out of 10 points must be obtained in each of them.

The evaluation of the activities carried out in previous courses will not be retained.

The rules of plagiarism and spelling correction common to the Degree will be applied.

This subject will apply the evaluation criteria agreed in the Evaluation Regulation of the UCLM, as well as the specific evaluation rules approved by the Faculty.

**Specifications for the resit/retake exam:**

The extraordinary call contains the whole subject, the part of the evaluation that has been failed will be recovered: either the internship report, the final test or both. In order to pass the course in the internship report and in the final exam, a minimum score of 4 out of 10 points must be obtained in each of them.

**Specifications for the second resit / retake exam:**

The special call for completion contains the entire subject. A final test of theoretical character (50%) and a project applied and tutored by the teacher (50%) must be carried out.

In order to pass the course in the practical report and in the final test, a minimum score of 4 out of 10 points must be obtained in each of them.

The evaluation of any of the activities carried out in previous courses will not be retained.

The rules of plagiarism and spelling correction common to the Degree will be applied.

This subject will apply the evaluation criteria agreed in the Evaluation Regulation of the UCLM, as well as the specific evaluation rules approved by the Faculty.

**9. Assignments, course calendar and important dates****Not related to the syllabus/contents**

Hours	hours
Final test [PRESENCIAL][Reading and Analysis of Reviews and Articles]	4
<b>General comments about the planning:</b> This planning may undergo modifications depending on the effective development of the subject. Topic 4 is cross-sectional and will be dealt with throughout the whole period, combined with the rest of the theoretically oriented topics.	
<b>Unit 1 (de 4): Digital cultures conceptualization</b>	
<b>Activities</b>	<b>Hours</b>
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	5
Class Attendance (practical) [PRESENCIAL][Cooperative / Collaborative Learning]	4
Class Attendance (theory) [PRESENCIAL][Debates]	6
Study and Exam Preparation [AUTÓNOMA][Self-study]	15
Project or Topic Presentations [PRESENCIAL][ ]	1
Group tutoring sessions [PRESENCIAL][ ]	2
<b>Unit 2 (de 4): Sociology of technology and the Internet</b>	
<b>Activities</b>	<b>Hours</b>
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	5
Class Attendance (practical) [PRESENCIAL][Cooperative / Collaborative Learning]	4
Class Attendance (theory) [PRESENCIAL][Debates]	5
Study and Exam Preparation [AUTÓNOMA][Self-study]	15
Project or Topic Presentations [PRESENCIAL][ ]	1
Group tutoring sessions [PRESENCIAL][ ]	2
<b>Unit 3 (de 4): Technologic socialization</b>	
<b>Activities</b>	<b>Hours</b>
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	5
Class Attendance (practical) [PRESENCIAL][Cooperative / Collaborative Learning]	4
Class Attendance (theory) [PRESENCIAL][Debates]	5

Study and Exam Preparation [AUTÓNOMA][Self-study]	15
Project or Topic Presentations [PRESENCIAL][I]	1
Group tutoring sessions [PRESENCIAL][I]	2
<b>Unit 4 (de 4): Dissemination about digital culture, procommon and learning-based communities</b>	
<b>Activities</b>	<b>Hours</b>
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	25
Class Attendance (practical) [PRESENCIAL][Cooperative / Collaborative Learning]	14
Study and Exam Preparation [AUTÓNOMA][Self-study]	5
Project or Topic Presentations [PRESENCIAL][I]	3
Group tutoring sessions [PRESENCIAL][I]	2
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
Project or Topic Presentations [PRESENCIAL][I]	6
Group tutoring sessions [PRESENCIAL][I]	8
Class Attendance (practical) [PRESENCIAL][Cooperative / Collaborative Learning]	26
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	40
Study and Exam Preparation [AUTÓNOMA][Self-study]	50
Class Attendance (theory) [PRESENCIAL][Debates]	16
Final test [PRESENCIAL][Reading and Analysis of Reviews and Articles]	4
<b>Total horas: 150</b>	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year Description	
Finn, Ed	What Algorithms Want: Imagination in the Age of Computing	MIT			2017	
Kelty, CM	Two Bits. La trascendencia cultural del software libre <a href="https://n-1.cc/file/download/116296">https://n-1.cc/file/download/116296</a>					
Manovich, Lev	Software takes comand <a href="http://black2.fri.uni-lj.si/humbug/files/doktorat-vaupotic/zotero/storage/D22GEWS3/manovich_softbook_11_20_2008.pdf">http://black2.fri.uni-lj.si/humbug/files/doktorat-vaupotic/zotero/storage/D22GEWS3/manovich_softbook_11_20_2008.pdf</a>				2008	
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	
Lasen, Amparo y Casado, Elena	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 <a href="http://lagrietaonline.com/saberes-disidentes-geert-lovink-y-el-abismo-de-las-redes-sociales/">http://lagrietaonline.com/saberes-disidentes-geert-lovink-y-el-abismo-de-las-redes-sociales/</a>	La Grieta				
Rendueles, Cesar	Sociofobia. El cambio político en la era de la utopia digital	Capitán Swing			2013	
Morozov, Evgeny	La locura del solucionismo tecnológico <a href="https://books.google.es/books?id=UjNCgAAQBAJ&amp;printsec=frontcover&amp;dq=evgeny+morozov&amp;hl=es&amp;sa=X&amp;ved=0ahUKEwjwsOPKnviAhV0sHEKHQnLAGYQ6AEIMjAB#v=onepage&amp;q=evgeny%20morozov&amp;f=false">https://books.google.es/books?id=UjNCgAAQBAJ&amp;printsec=frontcover&amp;dq=evgeny+morozov&amp;hl=es&amp;sa=X&amp;ved=0ahUKEwjwsOPKnviAhV0sHEKHQnLAGYQ6AEIMjAB#v=onepage&amp;q=evgeny%20morozov&amp;f=false</a>	Katz Editores	Madrid		2015	
Lovink, Geert	Social Media Abyss: Critical Internet Cultures and the Force of Negation <a href="https://books.google.es/books?hl=es&amp;lr=&amp;id=zpNNDwAAQBAJ&amp;oi=fnd&amp;pg=PP2&amp;dq=geert+lovink&amp;ots=DOBGekU4Cm&amp;sig=13Cs2i_I8vNvixnenAws9HyaWGM&amp;redir_esc=y#v=onepage&amp;q=geert%20lovink&amp;f=false">https://books.google.es/books?hl=es&amp;lr=&amp;id=zpNNDwAAQBAJ&amp;oi=fnd&amp;pg=PP2&amp;dq=geert+lovink&amp;ots=DOBGekU4Cm&amp;sig=13Cs2i_I8vNvixnenAws9HyaWGM&amp;redir_esc=y#v=onepage&amp;q=geert%20lovink&amp;f=false</a>	Polity Press	Cambridge		2016	
Serrano, Ana (Ed.)	Between the Public and Private in Mobile Communication <a href="https://www.taylorfrancis.com/books/e/9781315399300">https://www.taylorfrancis.com/books/e/9781315399300</a>	Routledge	Oxford		2017	
Morozov, Evgeny	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 <a href="https://revistas.ucm.es/index.php/CRLA/article/view/66041">https://revistas.ucm.es/index.php/CRLA/article/view/66041</a>				2019	
Bolter, David; Grusin, Richard	Inmediatez, hipermediación, remediación <a href="https://revistas.ucm.es/index.php/CIYC/article/view/36986">https://revistas.ucm.es/index.php/CIYC/article/view/36986</a>				2011	
Computer History Museum	Artificial Intelligence <a href="https://www.youtube.com/watch?v=NGZx5GAUPys&amp;list=PLQsxaNhYv8dbK3yMHXk35jtZFdu7o46gu&amp;index=5">https://www.youtube.com/watch?v=NGZx5GAUPys&amp;list=PLQsxaNhYv8dbK3yMHXk35jtZFdu7o46gu&amp;index=5</a>					
De Rivera, Javier	Guía para entender y combatir el capitalismo digital <a href="http://javierderivera.net/wp-content/uploads/2019/08/ESP-entenderyCombatiCapitalismodigital-J.Rivera.pdf">http://javierderivera.net/wp-content/uploads/2019/08/ESP-entenderyCombatiCapitalismodigital-J.Rivera.pdf</a>				2018	
Peter J. Denning and Craig H. Martell	Great Principles of Computing	MIT Press			2015	
Denning, Peter J	Great Principles of Computing <a href="https://core.ac.uk/reader/36728094">https://core.ac.uk/reader/36728094</a>				2008	
Newport, Cal	Quit social media <a href="https://www.youtube.com/watch?v=3E7hkPZ-HTk">https://www.youtube.com/watch?v=3E7hkPZ-HTk</a>				2019	
Tufekci, Zeynep	Twitter and Tear Gas: The Power and Fragility of Networked Protest	Yale University Press			2017	

Cassin, Barbara and Sytroński, Michael	Google me	Fordham University Press	
	<a href="https://www.fordhampress.com/9780823278077/google-me/">https://www.fordhampress.com/9780823278077/google-me/</a>		
Latour, Bruno	Reassembling the Social: An Introduction to Actor-Network-Theory	Oxford University Press   Oxford	2005
	<a href="https://books.google.es/books?id=AbQSDAAQBAJ&amp;printsec=frontcover&amp;dq=inauthor:%22Bruno+Latour%22&amp;hl=es&amp;sa=X&amp;ved=0ahUKewiY_biA0JvcAhUIL8AKHTaXChoQ6AEILDAB#v=onepage&amp;q&amp;f=false">https://books.google.es/books?id=AbQSDAAQBAJ&amp;printsec=frontcover&amp;dq=inauthor:%22Bruno+Latour%22&amp;hl=es&amp;sa=X&amp;ved=0ahUKewiY_biA0JvcAhUIL8AKHTaXChoQ6AEILDAB#v=onepage&amp;q&amp;f=false</a>		
Aibar, Eduard	La vida social de las máquinas: orígenes, desarrollo y perspectivas actuales en la sociología de la tecnología		1996
Gillmor, Dan	Mediaactive. Creative Commons		2010
	<a href="http://mediaactive.com/">http://mediaactive.com/</a>		
Jarvis, Jeff	Geeks Bearing Gifts: Imagining New Futures for News	CUNY Journalism Press	2014
Lasen, Amparo	Lo ordinario digital: digitalización de la vida cotidiana como forma de trabajo		2019
	<a href="https://revistas.ucm.es/index.php/CRLA/article/view/66040">https://revistas.ucm.es/index.php/CRLA/article/view/66040</a>		