DEGREEIN: **JOURNALISM**

1. GENERAL DETAILS OF THE SUBJECT

Name: **CYBERCULTURE**

Level: FOURTH   Semester: FIRST

Type (Basic/Compulsory/Elective subject): Compulsory
Weekly class hours: 4   Credits (ECTS): 6
Year of Study Programme: 2010

Lecturer: Eduardo del Campo Cortés
E-mail: eduardo.delcampo@eusa.es

2. DESCRIPTION

This course is an integral part of the academic record to the Degree in Journalism, offered during the first semester on the Fourth year, and prepares the students to understand how deep technology has changed our lives, works and relationships with people and the environment. How we communicate and how we receive everything. In the last 20 years the most solid processes have evolved, and at the same time we see the emergence of a huge number of unknown situations and facts related with that quick and unstoppable digital revolution.

The season will be divided in four blocks. The first one aims to situate the student in the origins and features of the digital revolution and the cyberculture itself, analyzing the social web, the evolution from 1.0 to 3.0 and the internet language, and how the 'world wide web' have turned to tablets and smartphones. It will require a critical reflection by the student about the tools that uses and needs in the 21st century. In the second block, the student will be placed opposite his digital identity, his print in the cyberworld and in the new scenario: social media, and how the communication is being shaped by the powerful social media platforms. The third block will analyze the digital revolution in different areas like society, politics and cultural industry, focusing on how the community has pushed the world to unexpected 'analogical revolutions', with the Arab Spring of 2011 or the Spanish 15-M movement as examples of how the social mobilization supported by digital tools have encouraged deep and strong social changes; as the social communication has done, ComPol (communication in politics) is definitely adapted to the new digital environment. The fourth block includes the new economic empires, raised by the digital revolution and the cyberculture development: the big three (Google, Amazon and Facebook) plus the great services platforms and the way they have ruled the consumption, the distribution and also the creation of content, services and products.

3. SITUATION

Previous knowledge and skills:

Internet skills as user. Websites navigation, mail and use of multimedia services as Youtube or Flickr.

Recommendations:

Take to class your laptop or tablet (smartphone also, not instead of) with connection to the Internet. Profiles in the most common social media platforms.Accounts in the main digital services platforms. Being informed by digital media.

Adaptation for students with special needs:

Lessons and assessments will be adapted in case of students with special needs.

4. OBJECTIVES AND COMPETENCIES

GENERAL OBJECTIVES:
1. Acquire fundamental knowledge about the studies of culture, art and communication from various relevant sources.
2. Expand the limits of the critical perspective with an analytical vision of the cultural phenomenon and civilization in a contemporary technified society.
3. Know the meaning of creativity and innovation in the contemporary world and in communication.
4. Open the artistic mind and the capacity of originality of the journalist in relation to the world, through the knowledge of the Theory of Art, Aesthetics and Technology.
5. Know the new horizons of contemporary culture opened by digital humanism and its implications in the informative activity and, in particular, in journalism.
6. Analyze the social conscience on the network promoted by digital media.
7. To improve the student's competencies regarding the detection of relevant topics of study on culture, its argumentation and its exposition.
8. Understand the phenomenology of digital representation: its effects on experience, ideas, creative processes, especially those concerning journalistic activity, and mediated cultural practices.
9. Promote scientific research in visual studies and the development of doctoral theses on culture, from the guidelines set in the contents of the subject.

SPECIFIC OBJECTIVES:
1. Know and analyze the changes raised by the new digital society.
2. Social media: understand how they work and what are they useful for.
3. Analyze how to build and improve the digital identity and reputation.
4. Analyze how the news information in digital platforms are shown, built and distributed.
5. Know the effects of the new digital society in social and political movements.
6. How the smartphones have reformulated most part of our behaviour and way of living.
7. Check the influence of the new ecommerce platforms.

COMPETENCIES:

Specific skills:
E05 Ability to adequately present the research results orally, written, audiovisual or digital, in accordance with the canons of the disciplines of information and communication.
E06 Ability to comment and correctly edit texts or other media productions related to information and communication.
E08 Ability for the academic management of information and communication technologies.
E15 Ability to understand the messages of the media (print, audiovisual, digital) taking into account the models and contexts of communication.
E21 Ability to assimilate journalistic texts as primary sources of training.
E31 Ability to communicate in the language of each of the traditional media (press, photography, radio, television), in its modern combined forms (multimedia) or new digital media (internet), through hypertextuality.
E32 Ability to use informational and communication technologies and techniques, in the different classical media or in combined and interactive media systems (multimedia).
E33 Ability to use computer systems and resources and their interactive applications.
E34 Capacity and ability to design formal and aesthetic aspects in written media, graphics, audiovisual and digital, as well as to use computer techniques for representation and transmission of facts and data through infographic systems.
E35 Capacity for the ideation, planning and execution of informative or communicative projects.
E37 Ability to search, select and rank any type of source or document (written, sound, visual, etc.) useful for the elaboration and processing of information, as well as for its persuasive or fictional use in communication and entertainment.
E38 Ability to retrieve, organize, analyze and process information and communication in order to be disseminated, served or treated for private or collective uses through various media and platforms or in the creation of productions of any kind.
E45 Capacity to process, elaborate and transmit information, as well as to express and disseminate creations or fictions, through graphic and digital design, informative documentation and infographics.
E46 Ability to rank any type of source or document (written, sound, visual, etc.) according to the norms of journalistic design.

E50 Ability to integrate into external companies.

Generic competencies:
G01 Know how to apply the basic knowledge of each module or subject in a professional way and possess the competencies that are usually demonstrated through elaboration and defense of arguments and the resolution of problems within the world of communication and journalism.
G02 Ability to gather and interpret relevant data to make judgments that include a reflection on relevant issues of a social, scientific or ethical nature.
G04 To develop those learning skills necessary to undertake further studies with a high degree of autonomy.
G05 Know how to use searching tools for documentary and bibliographic resources.
G06 Possess skills and aptitudes that favor the entrepreneurial spirit in the field of the implementation and development of their academic training.

5. COURSE CONTENTS OR THEMATICS SECTIONS

BLOCK 1. Theories of Culture.
1.1. Genealogy of the notion of culture;
1.2. Fundamental concepts from history and classical culture;
1.3. The interpretative or explanatory theories of the cultural phenomenon and of civilization;
1.4. Theories of myth;
1.5. Anthropological perspectives of the Logos;
1.6. Mysticism.

BLOCK 2. Philosophies of Culture and Postmodernity.
2.1. Modernity and Postmodernity: Contemporary Nihilism;
2.2. The crisis of meaning;
2.3. The postmodern linguistic twist;
2.4. Simulation, speed and transparency;
2.5. Perception, representation and aestheticization of the world;
2.6. Epistemology of Visuality in Postmodernity: Visual Studies.

BLOCK 3. Theory and History of Cyberculture.
3.1. Criticism and history of computing;
3.2. Social artificial intelligence;
3.3. Cybernetics;
3.4. The transhumanism or digital humanism;
3.5. The construction of digital reality;
3.6. The Noocracy: Virtual worlds and networked communities;
3.7. Consumption of virtuality, daily life and technocultural practices;
3.8. Ecology, politics and the information society;
3.9. Body, machines and technology;
3.10. Evolution of new forms of social communication;
3.11. Popular technology and cultural industries.

BLOCK 4. Art and Technology.
4.1. Art, science and technique;
4.2. Cybernetic aesthetics;
4.3. Informational aesthetics;
4.4. Electronic aesthetics;
4.5. The art of media (Media Art);
4.6. New artistic trends on the web: Net-Art;
4.7. Performance, relational aesthetics and installations;
4.8. The cocreative and remixing culture;
4.9. Mediality and hybridization of the digital work;
4.10. Experimentation in art;
4.11. The show on the net;
4.12. Literature, video games and the performing arts;
4.13. Journalism and artistic innovation.

BLOCK 5. The documentary video.
5.1. Notion of the audiovisual documentary;
5.2. Brief introduction to the history of documentary cinema;
5.3. Typologies of documentary cinema;
5.4. Documentary video in the digital environment.

BLOCK 6. Methodology of documentary video.
6.1. The documentary theme;
6.2. Elements of the documentary, research, treatment and ethical and aesthetic positioning.
6.2.1. Narrative strategies: Thematic unit;
6.2.2. The structure of the documentary: The characters. The interviews;
6.3. Types of editing;
6.3.1. The record of reality;
6.3.2. The personal look;
6.4. The production.

BLOCK 7. Making documentary video.
7.1. Literary Laboratory: The writing of ideas and the script;
7.2. Recording and placing camera: documentary framing;
7.3. The photography;
7.3.1. The staging;
7.4. The sound and its creative possibilities;
7.4.1. The effects and the setting;
7.4.2. The infographic design.

6. LIST OF TOPICS

1.   CYBERCULTURE: INTRODUCTION
1.1.   Cyberculture, the digital culture
1.2.   Conceptual framework
1.3.   Interactivity, hypertext and connectivity
1.4.   Virals and memes
1.5.   Virtual reality and machine learning
1.6   Practice

2.   WEB EVOLUTION
2.1.   From 1.0 to 3.0
2.2.   Organic or not: SEO/SEM, optimization
2.3.   Introduction to Big Data
2.4   TV on demand
2.5   Gamification
2.6   Practice

3.   MOBILITY
3.1.   Smartphones and tablets
3.2.   Apps
3.3   Internet of things
3.4   Practice

4.   SOCIAL PLATFORMS
4.1.   Introduction
4.2   The human being as a social being: six degrees of separation
4.3   Social networks as social organizing systems
4.4   Social networks: types
4.5   How to manage social networks
4.6   Communication and journalism in social networks
4.7   Metrics: impact and traffic
4.8   Practice

5.   DIGITAL IDENTITY
5.1.   Definition and factors
5.2.   Reputation, how to build, how to keep!
5.3.   Privacy
5.4   Right to be forgotten
5.5   Practice

6.   GOOGLE: THE KING OF MULTIMEDIA AND THE INTERNET
6.1.   About Google
6.2.   Products and services
6.3.   Searching in Google
6.4.   Google tools
6.5   Practice

7.   AMAZON: THE E-COMMERCE EMPIRE
7.1   About Amazon
7.2   Products and services
7.3   Key factors
7.4   Practice

8.   FACEBOOK: THE SOCIAL SIGHTGLASS
8.1   About Facebook
8.2   Products and services
8.3   The business is you
8.4   Introduction to Facebook Insights
8.5   Practice

9.   SERVICE GIANTS
9.1.   Tripadvisor
9.2.   Booking
9.3.   Airbnb and Real Estate plarforms
9.4   Wallapop
9.5   Practice

10.   SOCIAL INVOLVEMENT
10.1.   Cyberactivism
10.2.   Recent milestones: arab spring, 15M, Jihadi propaganda, Trump
10.3   Fake news
10.4   Practice

11.   COMPOL NEW TOOLS
11.1.   Politics 2.0 and Open Government
11.2.   Wikileaks
11.3   Social campaigns: Obama
11.4   Practice

12.   DIGITAL CULTURE FACTS
12.1.   Culture in danger due to digital revolution?
12.2.   Copyright vs. copyleft
12.3   Spotify
12.4   New economy models: crowdsourcing, crowdlending
12.5   Practice

7. METHODOLOGY AND TEACHING TECHNIQUES

Lessons will be dynamic and practical, stimulating students' participation. In the beginning of the classes, students will read/watch, comment and debate outstanding works from international authors, which will open the explanations from the professor. Students will make frequent presentations about the evolution

of their projects and their final results. Mutual help will be encouraged, and the exchange of materials and contacts. The professor will organize visits outside the campus to do practical field exercises and to explore events and exhibitions which might be helpful for our course. We'll work in all the phases of the production of a digital feature, from its inception to its publication, and debate on the ethics of journalism and cyberculture. Readings will be proposed and we will meet with different professionals who describe their experiences and help the students with their career' goals.

All the exercises will be based on the page of our course in the Classroom platform.

8. ASSESSMENT CRITERIA

As the approach of this course is practical and is oriented to ensure that the student may acquire basic competences and skills to perform professional journalism in the field of cyberculture, the assessment will be made mainly through several digital journalistic works. These projects and their presentations in the classroom will count towards the 60% of the final grade. Attitude, tests, exercises and active participation will make for the other 40%. Those who do not attend at least 75% of the contact hours will have to follow Option B and do the required works plus conduct a final exam with theory and practical cases. In order to pass the course, all the assignments and tests have to reach a minimum grade of 5 points in a scale of 0-10.

OPTION A

Attendance (> 75%)	
Attitude, tests, exercises, participation	40%
Projects	60%

OPTION B

Attendance (< 75%)
Final exam (20%) + Projects (60%) + Exercises (20%)

Lacks of academic integrity: Absence of sources and plagiarism will imply to fail the course.

For the second and third examination periods the assessment criteria will be the same.

9. REFERENCES

Specific

- BARABASI, A. (2003): *Linked: How Everything Is Connected to Everything Else and What It Means*. London: Plume.
- BOWMAN, Shayne and WILLIS, Chris (2003): *We media. How audiences are shaping the future of news and information*. E-book: http://www.hypergene.net/wemedia/weblog.php
- MOROZOV, Eugeny (2011): *The Net Delusion.The Dark Side of Internet Freedom*. New York: PublicAffairs.
- TAPSCOTT, D.; WILLIAMS, A. D. (2007): *Wikinomics: How Mass Collaboration Changes Everything*. London: Penguin.

General

- BERNERS-LEE, Tim (2000): *Weaving the Web: The Original Design and Ultimate Destiny of the World Wide Web*. Harper: San Francisco.

Others (web addresses, etc)

- Henry Jenkins: http://henryjenkins.org/
- Interactive Narratives: http://interactivenarratives.org/
- Mashable: https://www.mashable.com
- Massachusetts Institute of Technology: http://www.mit.edu/

- NiemanLab: https://www.niemanlab.org
- Pew Research Center http://www.journalism.org/
- Tech Crunch: https://www.techcrunch.com
- The Verge: https://www.theverge.com