

COURSE INFORMATION SHEET

University: Catholic University in Ružomberok	
Faculty: Faculty of Arts and Letters	
Course code: KA/Aj-B009A/22	Course title: Text Analysis Seminar 2
Type and range of planned learning activities and teaching methods: Form of instruction: Seminar Recommended study range: hours weekly: 3 hours per semester: 39 Teaching method: on-site	
Credits: 6	Working load: 150 hours
Recommended semester/trimester: 2.	
Level of study: I.	
Prerequisites:	
Requirements for passing the course: Participation in group discussion (20%); Oral presentation (30%); exam (50%)	
Learning outcomes of the course: Knowledge outcomes: The course offers a hands-on approach to digital cultural trends and phenomena that are examined, discussed and critiqued via a systematic analysis of realia; the course offers a systematic overview of pertaining concepts and theoretical frameworks. Skills outcomes: They will develop both synthetic and analytical skills to investigate the complex and multi-faceted relationships between digital communication, web2.0 interactivity, content production, authority formation, the democratization of knowledge, and the socio-cultural dynamics of virtual communities. Creative and flexible thinking are inevitable in engagement with, and the creation of, digital media content as well as the criticism of production and consumption practices, in the exploration of cultural, economic and political contexts. Competences: By the end of the course students will be able to understand and critically apply the key concepts of digital media studies. Students will be familiar with the ways digital media form social behaviour. Students will be able to critically reflect upon the political, economic and ethical dimensions of digital media, and their consequences for the shaping and understanding of contemporary society and power. These competences translate into a range of future applications across the creative industries, education, the media industries and the private sector, curatorial work and archiving, cultural policy, with special emphasis on cultural legacy and exchange. Assessment: 100 course points in total Participation in group discussion (20%); Oral presentation (30%); exam (50%) Pass mark: 60 %	
Course contents: Course outline: By looking at the core examples of digital media use in Anglophone as well as global contexts, we seek to explore the underlying heterogeneity and diversity that characterizes	

<p>the production of ideas about, and approaches to, digital technology, new media, and social media platforms. Our primary aim is to explore the ways in which meanings, identities, narratives, ideologies, systems of belief as well as cultural capital are produced, embodied and disseminated in digital media contexts, and how critical thinking engages with such constructions.</p> <p>By the end of the course students will be able to understand and critically apply the key concepts of digital media studies. Students will be familiar with the ways various (digital) media reflect, construct and circulate social practices and experiences. Finally, students will also be able to critically reflect upon the educational and didactic dimensions of media studies and media use, and the ways they shape our understanding of contemporary society.</p> <p>Topics include:</p> <ol style="list-style-type: none"> 1 Introduction 2 Understanding Digital Cultures 3 The proliferation of ‘digital media’ and its political, economic, and cultural implications in the 21st century 4 Political, economic, and cultural impact of technologies 5 The socio-cultural dynamics of virtual communities 6 Digital Archives, Digital Subjectivities 7 Democratization of knowledge vs. advocacy of internet privacy 8 READING WEEK 9 Political, economic, and ethical issues related to digital surveillance 10 Internet-neutrality 11 The Quantified Self 12 Digital Futures
<p>Recommended or required literature:</p> <p>Jean Baudrillard: Simulacra and Simulations. University of Minnesota Press, 1994; Schwartz. Joan M. and TERRY Cook. ‘Archives, Records, and Power: The Making of Modern Memory’. Archival Science. 2. 2002, 1–19.; Angharad N. Valdivia (ed): A Companion to Media Studies. Blackwell, 2003; Francisco J. Ricardo (ed.) Cyberspace and New Media. Rodopi, 2008; Kathryn C. Montgomery: Generation Digital. MIT Press, 2007; Andreas Jahn-Sudman and Ralf Stockmann (eds): Computer Games as a Sociocultural Phenomenon. Palgrave Macmillan, 2008.; Vincent Miller: Understanding Digital Culture. Sage. 2011.; Uricchio, William. ‘ The algorithmic turn: photosynth, augmented reality and the changing implications of the image’. Visual Studies, Vol. 26, No. 1, March 2011, 25-35.; Marshall McLuhan: Understanding Media. The Extensions of Man. MIT, 1994; Kaun, Anne and Stierstedt, Fredrik. ‘Facebook Time: Technological and Institutional Affordances for Media’. New Media and Society. 2014: 16 (7), 1154-1168.; Travis, Alan. ‘European counter-terror plan involves blanket collection of passengers’ data’. The Guardian. 28 January, 2015. Accessed on 28 January at < http://www.theguardian.com/uk-news/2015/jan/28/european-commission-blanket-collection-passenger-data>; Identity Technologies: Constructing the Self Online. Eds: Anna Poletti and Julie Rak. University of Wisconsin Press, 2014.; Martin Herbers: Would John Fiske Use a Second Screen: Re-reading Television in the New Media Environment. [http://cstonline.net/would-john-fiske-use-a-second-screen-re-reading-television-culture-and-reading-television-in-the-new-media-environment-of-2017-by-martin-herbers/]</p>
<p>Language of instruction: English</p>
<p>Notes:</p>

Course evaluation: Assessed students in total: 28					
A	B	C	D	E	FX
50.0	17.86	14.29	3.57	3.57	10.71
Name of lecturer(s): doc. Gabriella Reuss, M.A., PhD.					
Last modification: 15.11.2022					
Supervisor(s): Person responsible for the delivery, development and quality of the study programme: prof. Nóra Séllei, PhD., DrSc.					