



<b>Title:</b>	Digital Culture <b>APPROVED</b>		
<b>Long Title:</b>	Digital Culture		
<b>Module Code:</b>	MMED8007	<b>Duration:</b>	1 Semester
<b>Credits:</b>	5		
<b>NFQ Level:</b>	Advanced		
<b>Field of Study:</b>	Multimedia		
<b>Valid From:</b>	Semester 1 - 2017/18 ( September 2017 )		
<b>Module Delivered in</b>	<a href="#">4 programme(s)</a>		
<b>Module Coordinator:</b>	VALERIE RENEHAN		
<b>Module Author:</b>	FRANK O DONOVAN		
<b>Module Description:</b>	"Cyber-cultural Studies" provides a comprehensive exploration of the impact of the internet and digital technologies on our personal, social and cultural lives. Referencing contemporary works in the fields of ethnography, cultural anthropology, sociology, psychology, and the young discipline of cultural studies itself the module provides the learner with an opportunity to analyse and reflect on the social and cultural influence of their chosen discipline.		
<b>Learning Outcomes</b>			
<i>On successful completion of this module the learner will be able to:</i>			
LO1	Describe philosophical concepts related to 'culture' within the context of the 'digital age';		
LO2	Apply appropriate research methods to the study of specific cultural phenomenon;		
LO3	Analyse the rituals, beliefs and idiosyncrasies of different cultural models;		
LO4	Evaluate the essential methods and results of current inter-cultural research and discourse.		
<b>Pre-requisite learning</b>			
<b>Module Recommendations</b>			
<i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named CIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>			
<b>Incompatible Modules</b>			
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>			
No incompatible modules listed			
<b>Co-requisite Modules</b>			
No Co-requisite modules listed			
<b>Requirements</b>			
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>			
No requirements listed			

**Module Content & Assessment**

**Indicative Content**

**Individuality and Identity in the Digital Age**

Presentation of the individual in a digital age - individuality and identity in a virtual world. (Re)construction of self, changing modes of communication and representation (avatars, blogs, web cams, chat rooms, etc);

**The Network Society and Virtual Communities**

The digital community: the 'network' society, communities – virtual and real. Social networks and the emergence of virtual communities. Social relationships - ethnic groups and their relation to nature; family, values, and ritual; religion as a cultural system; genesis of stereotypes

**Globalisation and Cultural Values**

Globalisation of communication – impact on cultural values. Democracy and control, censorship and the rights of the individual;

**The Digital Divide and E-Democracy**

The digital divide - definitions, structure, composition. Democracy and control in the digital age

**Researching the Web**

Why research the web? Challenges of web research. Web research methodologies.

**Assessment Breakdown**

	%
Course Work	100.00%

**Course Work**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Podcast creation exercise based on emerging technologies and future trends.	1,2,4	40.0	Week 6
Presentation	In class 'Pecha Kucha' style presentation based on a contemporary digital culture topic of their choice. The topic should be decided on by week 03 and researched over the duration of the semester. The research should also be documented in an online journal/blog.	1,2,3,4	30.0	Week 12
Reflective Journal	An online blog or journal documenting self initiated research for the 'in class' presentation in week 12.	1,2	30.0	Every Week

No End of Module Formal Examination

**Reassessment Requirement**

**Coursework Only**

*This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.*

**The institute reserves the right to alter the nature and timings of assessment**



Module Workload

<b>Workload: Full Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	The cultural and philosophical implications of communications technology	3.0	Every Week	3.00
Independent & Directed Learning (Non-contact)	The study of key primary and secondary sources,	4.0	Every Week	4.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				3.00

**This module has no Part Time workload.**

## Module Resources

### Recommended Book Resources

- John Markoff 2006, *What the Dormouse Said: How the Sixties Counterculture Shaped the PC Industry* [ISBN: 0143036769]
- Andrew Keen 2007, *The cult of the amateur*, Currency Doubleday New York [ISBN: 0385520816]
- Andrew Keen 2015, *The Internet is Not the Answer*, Atlantic Books UK [ISBN: 978-178239343]

### Supplementary Book Resources

- Bell, D 2001, *Introduction to Cyberculture*, 1st Ed., Routledge [ISBN: 978-041524659]
- Steven Johnson 2006, *Everything Bad is Good for You* [ISBN: 1594481946]
- Henry Jenkins 2008, *Convergence culture*, New York University Press New York [ISBN: 0814742955]
- Eric Schmidt and Jared Cohen 2014, *The New Digital Age: Reshaping the Future of People, Nations and Business*, John Murray UK [ISBN: 978-184854622]
- John Naughton 2012, *From Gutenberg to Zuckerberg: What You Really Need to Know About the Internet*, Quercus London [ISBN: 978-085738426]

This module does not have any article/paper resources

### Other Resources

- Podcast: Aleks Krotoski *Guardian Tech Weekly Podcast*  
<http://www.guardian.co.uk/technology/series/techweekly>
- Documentary: Jorien van Nes, Femke Wolting 2009, *Another Perfect World*  
<http://letterboxd.com/film/another-perfect-world/>
- Documentary: Ijsbrand van Veelen 2006, *Google - Behind the screen*  
<http://www.imdb.com/title/tt2111047/>
- Documentary: Ijsbrand van Veelen, Marijntje Denters 2008, *The truth according to Wikipedia*  
[http://www.imdb.com/title/tt1783069/?ref=fn\\_al\\_tt\\_1](http://www.imdb.com/title/tt1783069/?ref=fn_al_tt_1)
- TV Series: Mishal Husain 2011, *How Facebook Changed the World: The Arab Spring*, BBC2  
[http://www.imdb.com/title/tt2307328/?ref=fn\\_al\\_tt\\_1](http://www.imdb.com/title/tt2307328/?ref=fn_al_tt_1)
- Documentary: Anders Østergaard 2008, *Burma VJ*  
[http://www.imdb.com/title/tt1333634/?ref=fn\\_al\\_tt\\_1](http://www.imdb.com/title/tt1333634/?ref=fn_al_tt_1)
- Documentary: Andy Bichlbaum, Mike Bonanno 2009, *The Yes Men Fix the World*  
[http://www.imdb.com/title/tt1352852/?ref=fn\\_al\\_tt\\_1](http://www.imdb.com/title/tt1352852/?ref=fn_al_tt_1)
- Magazine: *Wired Magazine*  
<http://www.wired.com>
- Website: Kirby Ferguson *Everything is a remix*  
<http://www.everythingisaremix.info>
- Website: *Cybersociology Magazine*  
<http://www.cybersociology.com/>

**Module Delivered in**

<b>Programme Code</b>	<b>Programme</b>	<b>Semester</b>	<b>Delivery</b>
CR_HMMED_8	<a href="#"><u>Bachelor of Arts (Honours) in Creative Digital Media</u></a>	7	Mandatory
CR_HDMTE_8	<a href="#"><u>Certificate in Digital Media Design and Development</u></a>	1	Elective
CR_GMUTE_9	<a href="#"><u>Master of Arts in Music and Technology</u></a>	1	Elective
CR_GMUST_9	<a href="#"><u>Master of Science in Music and Technology</u></a>	1	Elective