

Course: New Media Technologies in Educational, Cultural and Social Practice	ECTS Points: 6
Course Code: 0800-ERA-7GHJ	
Language: English	
Course description: educational content – elective, optional course	
Lecturer: Dr Wojciech Siwak	
Semester: Winter	Number of hours: 45 Lecture: 15 Classes: 30
<u>Courses to be completed before enrollment to the course:</u>	
Basic course related to main field of study (pedagogy, psychology, sociology, history, literature, law) and basic course on communication/information technology.	
The course is open not only for Erasmus students studying pedagogy, but also to all Erasmus students studying at the University of Bialystok.	
<u>Substantive content</u>	
Lectures	Number of hours
The impact of technology. Utopians vs. dystopians	1
Old media vs. new media	1
New media – basic definitions, classifications, theories	1
Digital technology and cyberculture theories	1
The impact of new media	1
From Web 1.0 through Web 2.0 to Web 3.0	1
New media and educational theories. From creationism to connectivism	1
New media and redefinition of intellectual property rights. Free culture. Remix culture. Creative Commons	1
Digital culture and alternative media	1
Digital art and new media	1
Cyberculture in the texts of popular culture. technophobia, technoutopia, cyborgs	1
Social media theories and practices	1
Roles of new media users: creators, conversationalists, critics, collectors, joiners, spectators, inactives	1
Strategies of creating social media content	1
Five steps of making online community	1
Classes	Number of hours
Introduction to New Media. Describing personal/public mediated space	2
New Media as a space for cultural, social, educational practices	2
Meanings in traditional and new media	2
Cultural differences and media content. Cultural stereotypes and media texts	2
Traditional and new media as a space of stereotypical views of ethnic/cultural differences. New media as a tool to break down cultural barriers	2
Dominant and alternative media texts. Jammed meanings. Meme workshop	2
Intellectual property in new media. Free culture. Remix culture	2
Autobiographical practices in social media.	2
Writing in social media. Blog and Google Documents workshop. Preparing multi-author documents (theme - cultural differences)	4
Digital storytelling. Preparing social media content. Social media workshop.	4
E-learning course creation workshop (Moodle)	6

Aim of the course:

Objectives of the course are:

1. To enrich students into broaden knowledge about new media in the context of cultural, social, educational processes.
2. To equip students into ability to understand and better analyze the phenomena of new media.
3. To make students more competent in understanding, analyzing, creating cultural, social and educational content of new media.

Teaching methods:

Lectures (with discussion), workshops, group presentations, blended learning using e-learning platform (forum, online essays, graphic and multimedia projects, blogs), social media (Google Documents, Google+, Facebook, Twitter, YouTube, scoop.it), e-learning tools (Moodle, Edmodo)

Literature:

1. Bolter, J. D. (2004) Theory and Practice of New Media Studies, in: Gunnar Liestøl, Andrew Morrison and Terje Rasmussen (Eds.) Digital Media Revisited: Theoretical and Conceptual Innovations in Digital Domains. Cambridge, MA: MIT Press, pp. 15-34.
2. Castells, M. (1996) The Rise of the Network Society. Cambridge, MA; Oxford: Blackwell Publishers.
3. Croteau, D. , Hoynes, W., Milan, S. (2011) Media Society. Industries, Images and Audiences. Fourth Edition. London: Sage.
4. Keen, A. (2007) The Cult of the Amateur: How today's internet is killing our culture. New York: Doubleday.
5. Lessig, L. (2004) Free Culture, London: Penguin Press
6. Lessig, L. (2008) Remix. Making art commerce thrive in the hybrid economy, London: Bloomsbury.
7. Manovich, L. (2002) Language of New Media, Cambridge, Massachusetts: MIT Press.
8. Waltz, M. (2005) Alternative and activist media. Edinburgh: Edinburgh University Press.

Forms and conditions of credit:

Credits: discussion during lectures, online essay, forum discussion, creating graphic and multimedia artifact, group project (preparing content for social media and e-learning course), individual project (scenario for using content in digital media), written test

Conditions of credit:

- students are present at the lectures, workshop and online (e-learning platform);
- students actively participate in the workshop and online works;
- students prepare group presentation (analyses of different new media phenomena);
- students write an essay about different new media practices in the context of intercultural experience.
- students prepare group project as a multimedia content ready to place in different new media (digital storytelling in social media, e-learning course on e-learning platform) and individual scenario of creating and managing content for new media (educational, promotional, artistic, etc.)
- students write short test concerning the content of lectures