Digital Culture Management (DCM – DigCultMan)

Aim of the Course
To learn about online digital culture in comparison and contrast to analogous manifestations of culture in relation creative industries and the growing digital potential in local and global settings.

Objectives
Students will learn about critical concepts in digital culture;
Students will develop a home page about a cultural event, artefact;
Students will analyze online homepages that deal with cultural issues;
Students will develop reporting and presentation skills.

The final evaluation will consist of two aspects:
A development of a sample homepage;
The analysis and comparison of online culture sites.

Topics:
1. Art as Concept/ Art as Media/ Art as Life -V.B.
2. Representation of Cultural Artefacts (Ideology and Representation) – G.D.
3. Cognitive and Digital Enhancement - G.D.
4. Media Culture: Representation of Gender, Politics of the Body – G.D.
5. Television, Texts and Audiences – G.D.
6. Social Media and News Reporting – G.D.
7. Fandom – G.D.
8. Global Electronic Culture – G.D
9. Digital Media, Cyberspace and Cyberactivism – G.D.
10. Digital Youth Culture – G.D.
11. Cultural Politics of Difference Online – G.D.
12. Branding the Event -V.B
13. Culture Industry: Image, Market, Display – V.B.
14. Virtual Objects and the Social Imaginary
15. Digital Methods and Tools -V.B. / G.D.
16. Towards Critical Digital Humanities -V.B.

Sources:
Berry, David M., Fagerjord, Anders. Digital Humanities: knowledge and critique in a digital age. Cambridge, England : Polity Press, 2017

Lash, Scott, Lury, Celia. Global Culture Industry. Cambridge, UK : Polity Press, 2008

Levy, Pierre, Cyberculture. (translated by Bononno, Robert). University of Minnesota Press: Minneapolis, 2001

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https://sloanreview.mit.edu/article/building-digital-ready-culture-in-traditional-organizations/
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