

The Cultures of New Media

Prepared by

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Intro Lecture



The Cultures of New Media

Intro Lecture 1

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Dr. Mohamed Owies

Intro
Lecture

Course Description



This course examines the cultural implications of computer-mediated communication and related media, specifically social media technologies and new media innovations.

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Course Description

We will explore theories of digital media and how they relate to current research and debates about social media, virtual communities, mediated realities, and artificial intelligence. The course is an exploration of the ways in which various forms of new media shapes, guides, intersects, influences, and bounds today's culture in a variety of contexts from organizations to social and political movements.

Learning Objectives

By the end of the semester students in this course will be able to:

1. Explain ways in which new media intersects their personal cultural practices.
2. Describe and critique theories and research applicable to the study of new media and apply these theories to a variety of cultural contexts.

Learning Objectives

By the end of the semester students in this course will be able to:

1. Prepare ethnographic field notes and preliminary analysis based on observation of a culture that incorporates digital technologies.
2. Produce and present a case study analysis of the use and implications of digital media.

Part One

Course Description

Theories

1. Digital Society.
2. Social Media.
3. Cyber Debates.
4. Interaction and Identity.
5. Communities and Networks.



Part Two

Course Description

Topics

1. Digital Visuality and Visibility.
2. Feeling Digital.
3. Digital Citizenship.
4. Digital Power and Exploitation.
5. Digital Activism.
6. Mobile Culture.
7. Software, Algorithms and Data.



Part Three

Course Description

Tools

1. Digital Social Research
2. The Research Process
3. Digital Ethnography
4. Mapping and Mining Digital Society



Part Four

Course Description

Conclusion

1. A Theory of Digital Media and Social Change.



Recommen
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Reference

Recommended Reference

1. Digital Media & Society, by Simon Lindgren



Definition of Digital Society:

For the time being, then, let's call our present society digital society. I mean then, society as affected by digitally networked communication tools and platforms, such as the internet and social media.



Digital Society

Today we have the internet, smartphones, apps, social network services, blogs, and media sharing platforms. One stunning statistic after another tells us about the extreme amounts of information and knowledge — much of it created by ordinary people.

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Digital Society

Definition of digital society:

The **World Wide Web** was innovated by Tim Berners-Lee's key which transformed the Internet from a relatively small network of computers used primarily for military and research purposes to a global network.

This technological revolution formed the material foundation for a new type of society. An entire generation have now come of age in the network society, the information age, or to use a term more recently popularised in the social sciences, the **digital society**.



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Definition of digital society



At the same time, people in society continuously contribute to shaping the new media through the ways in which they use, adapt, or resist them.



This is a society characterised by information flowing through global networks at unprecedented speeds. New undergraduate and postgraduate courses are appearing that specialise in understanding 'digital society', 'digital culture', or 'digital media and society'.



New fields of research have grown into the disciplines of 'digital sociology' and the 'digital humanities'.



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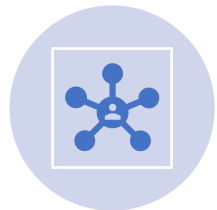
Features of Digital Society



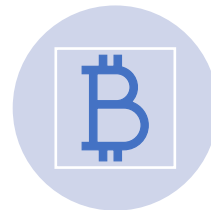
**knowledge and information
are now widely accessible
through the Internet;**



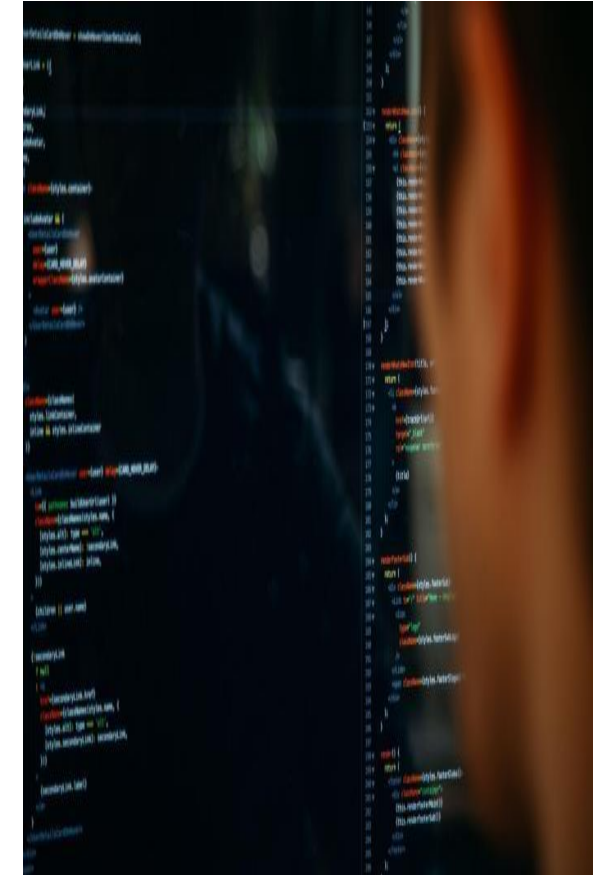
**use of new technological devices
such as computers, mobile phones,
tablet computers, and other related
tools;**



**use of the social networks within
work or private life for informal
learning;**

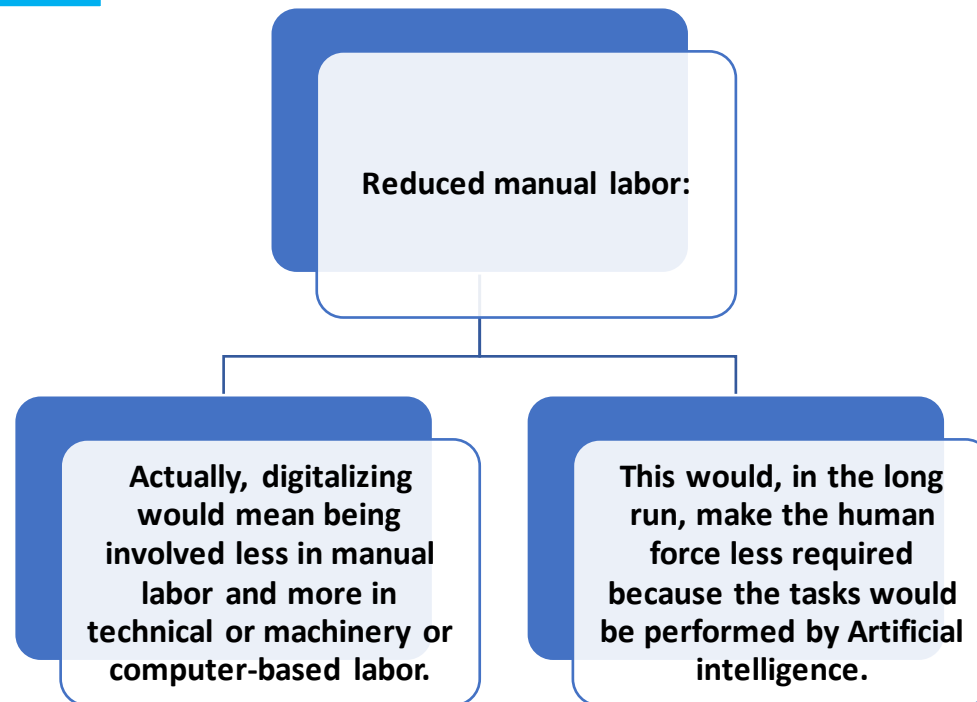


**and the need for all citizens to
develop and master digital skills to
adopt changes and to take
advantage of them.**



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Features of Digital Society



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Features of Digital Society

Improved life of citizens:

The definition of a machine reads, 'anything which makes human life simple'. This is true in our lives too. We can imagine the shift and the turns our lives took after the coming of computers, the internet, and machinery of the like.

Everything human beings do is directed to make lives easier and for every person in the world.

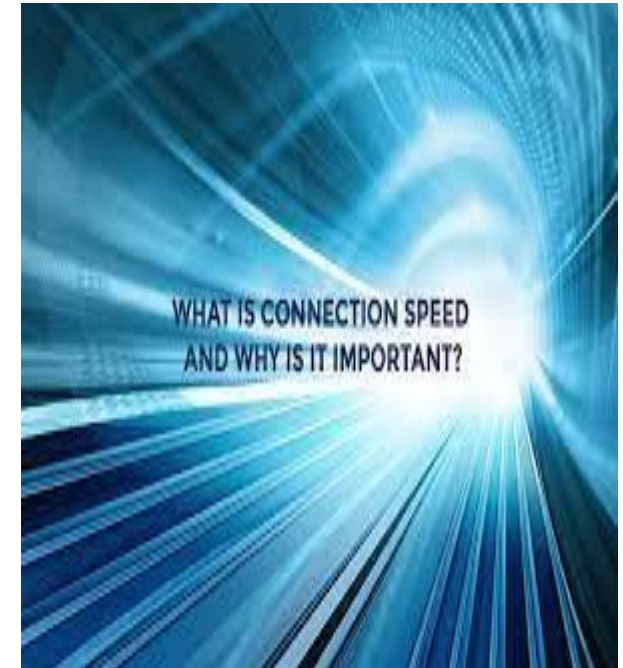
The daily developments in the world of science with the coming of life-like robots. everything is possible because the human mind wants to make things go easier and more accessible to all. So, a digitalized society would be definitely a society that has to offer a better life to its citizens.



Features of Digital Society

Increased communication speed:

- With almost hundreds billions of texts sent daily worldwide, messages have simplified life and communication to a big extent. Now, fights and misunderstandings can be solved over the phone with fingers.
- This has also improved communication at the organizational level.
- A digital society would excel in developing and offering ease in communication



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Features of Digital Society

Increase in learning opportunities

Students nowadays think out of the box and are learning new skills every day through their tools.

Affiliate marketing, freelancing, digital marketing, and even online teaching or graphic designing are possible and available to children these days to try their hands on.

Life has grown so much and opportunities have increased and are available worldwide, all you need is a device to give you information and a heart and mind which is ready to dream.

A digital society is not traditional, it is not conventional but something that has a larger horizon for itself.



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Features of Digital Society

Changed education system

It would not be wrong to repeat ourselves because we cannot help but think that what would our children do if there was not any internet during Covid imposed lockdown?

This would have been a literal blow to the government, the teachers, and the students alike. The present times have taught us the need and importance of digitalization on a global level.

Our National Education Policy is also bent on giving the students an option of blended classes with both online and offline options.

Digitalization in education began with the introduction of projectors and whiteboards in private and government schools





Thank You