

Introduction to Digital Media

Introduction

DGM 711
Orientation Lecture

Prepared by

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- I. Course Description.**
- II. Course Objectives.**
- III. Learning Outcomes.**
- IV. Student Assessment.**
- V. Topics.**
- VI. The Emergence of the Digital Environment.**
- VII. The Global Digital Population .**
- VIII. Conclusion.**



In this course, students are introduced to the large and rich world of digital media. It provides a strong starting point for understanding digital media's social and political significance to our culture and the culture of others drawing on an emergent and increasingly rich set of empirical and theoretical studies on the role and development of digital media in contemporary societies. Touching on the core points behind the discipline, the course addresses a wide range of topics. These include media economics, online cooperation, AI-generated content, open source, social media, software production, globalization, brands, marketing, the cultural industry, labor, and consumption.

This course aims to provide the students with a critical understanding of the new media environment and a comprehensive knowledge of the theories and practices of digital media.

In addition, the students will be equipped with the specialized skills needed to produce multimedia content in the rapidly growing field of digital media in the Arab world and globally.

Learning Objectives



At the conclusion of this course, students should be able to demonstrate the following:

- Explain the key concepts of digital media, and its development and characteristics.
- Identify the difference between new and old media.
- List the features of digital media.
- Understand how the digital media work.
- Describe the opportunities, risks and barriers for digital media environment.
- Recognize the effects of the digital media in contemporary societies.
- Understand the professional standards of the digital media content.
- Understand Artificial Intelligence uses in digital media.
- Analyze and evaluate the digital media content.
- Become a skilled digital media specialist.



IV. Students Assessment

- Weekly Tests.



Weekly Discussion Session



V. Topics

- ❑ The Digital Environment.
- ❑ New and Old Media.
- ❑ The Digital Media Characteristics.
- ❑ Infrastructures and Platforms.
- ❑ The effects of the digital media in contemporary societies.
- ❑ Artificial Intelligence in Digital Media: Opportunities, Challenges, and Future Directions.



VI. The Emergence of the Digital Environment

- The evolution of **computers** is part of the history of the information society, which began centuries ago with the idea that information about social and economic facts could be collected, stored, and calculated.
- The spread of **digital media** has grown steadily since the **1980s**.
- Since then, we have seen the diffusion of (relatively) cheap and easy-to-use **personal computers**, themselves an effect of the evolution of microprocessor technology.



VI. The Emergence of the Digital Environment

- The scholars have suggested that we have witnessed the birth of a new **digital environment**.
- Through the mass diffusion of personal computers, smartphones, tablets and other mobile technologies, in the last two decades digital media have entered into the **daily life** of ordinary people.
- Furthermore, the billions of microprocessors and computers diffused worldwide are used in a wide range of **human activities**, from agriculture to industrial production, services, entertainment, and education.
 - **Digital media have become part of everyday life.**



**Digital media have become
part of everyday life.**



What is the digital environment ?

Video

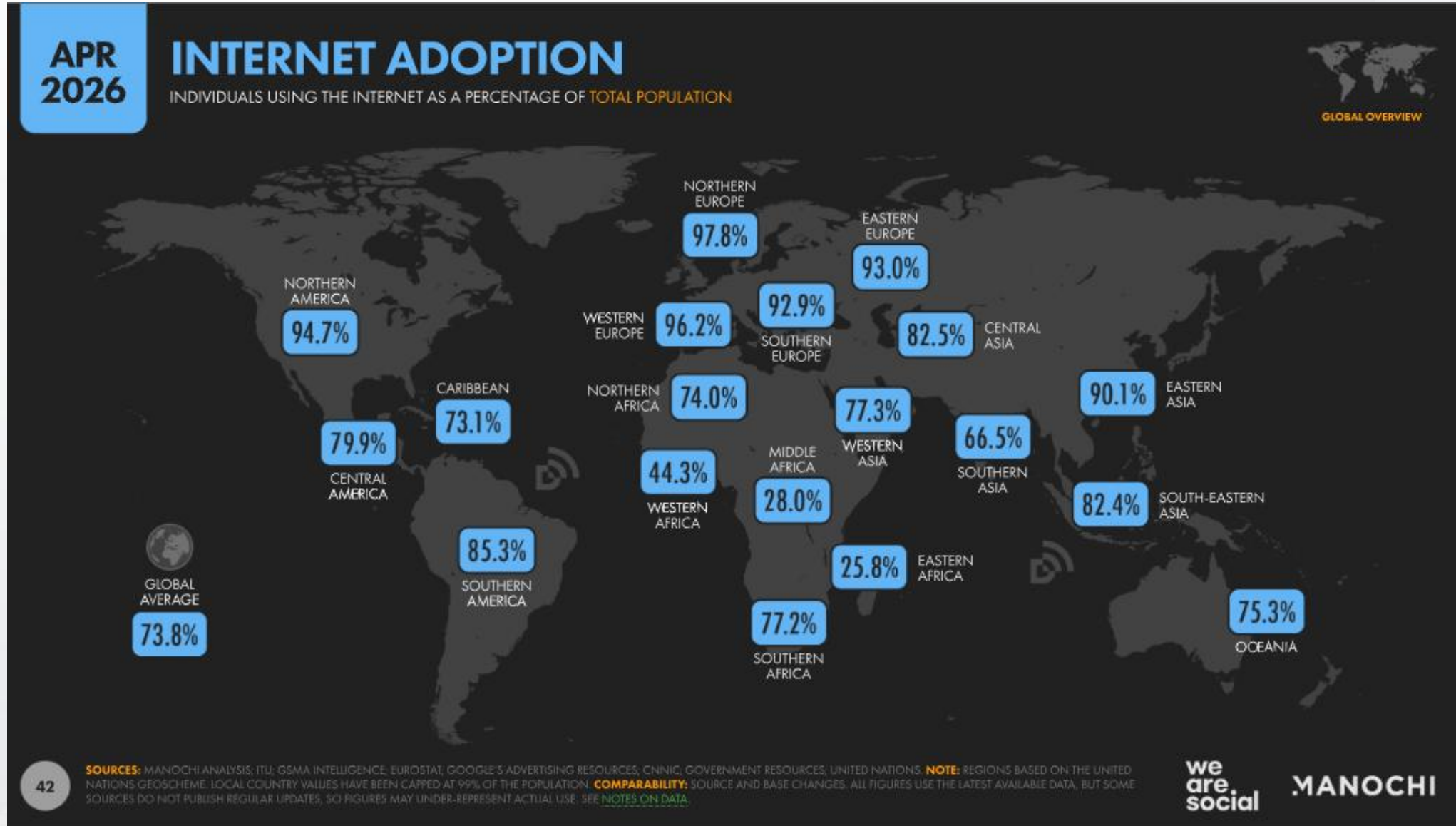
<https://www.youtube.com/watch?v=O7OcVioX7Xg>

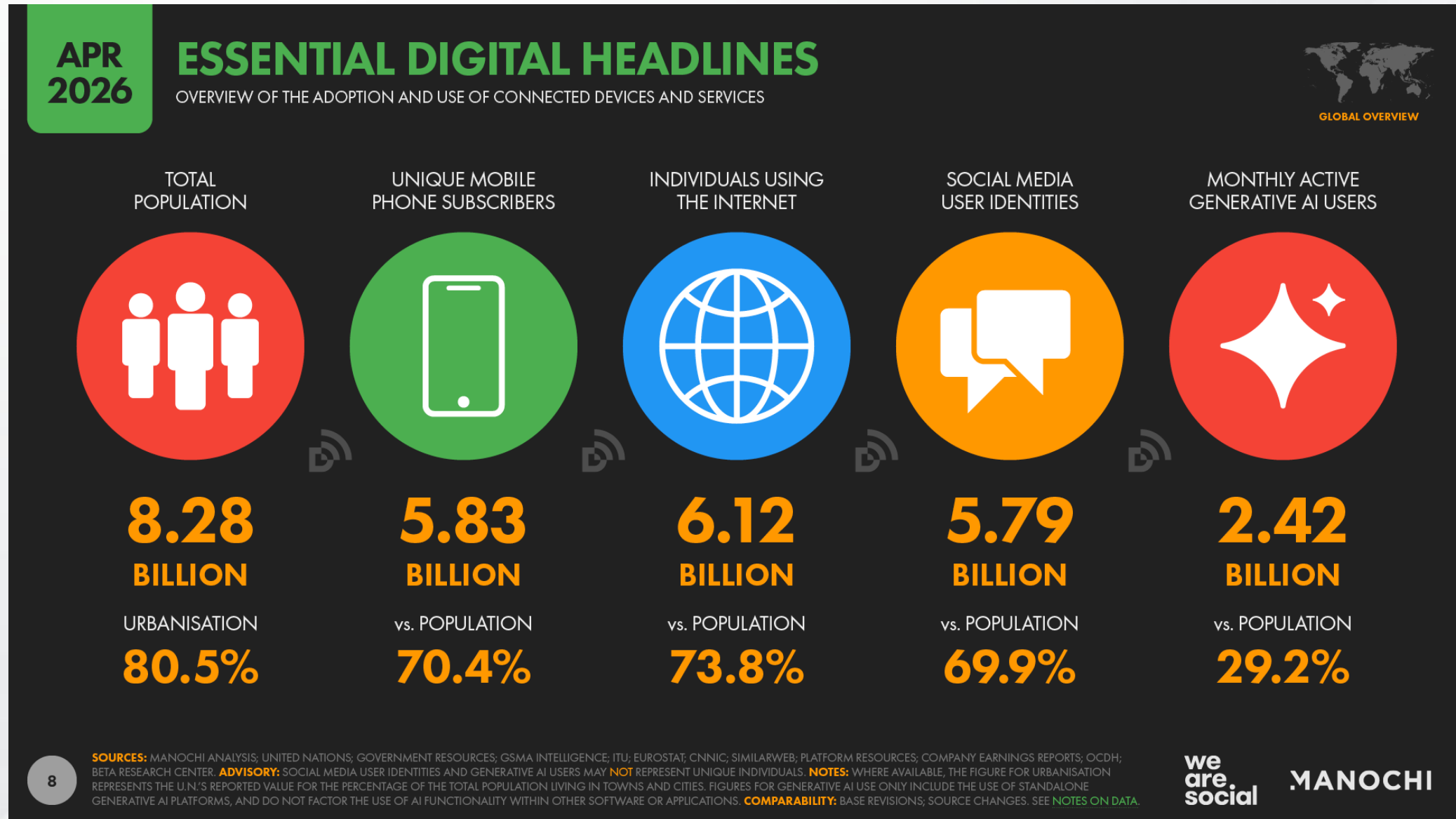


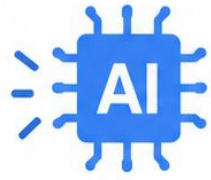
VI. The Emergence of the Digital Environment

- Technologies have complex histories that weave together social, cultural, and political factors with technical and material possibilities.
- We must analyze **the social, cultural, and economic contexts** within which digital media have emerged.
- **Digital media studies** is considered **interdisciplinary** .









AI in Media

Powering smarter, faster and more creative media.



Content Creation

Generates text, images, videos and headlines.



Editing & Production

Automates editing, adds effects and improves quality.



Audience Analysis

Tracks engagement, finds trends and personalizes content.



Distribution & Scheduling

Picks the best time, platforms and formats for wider reach.



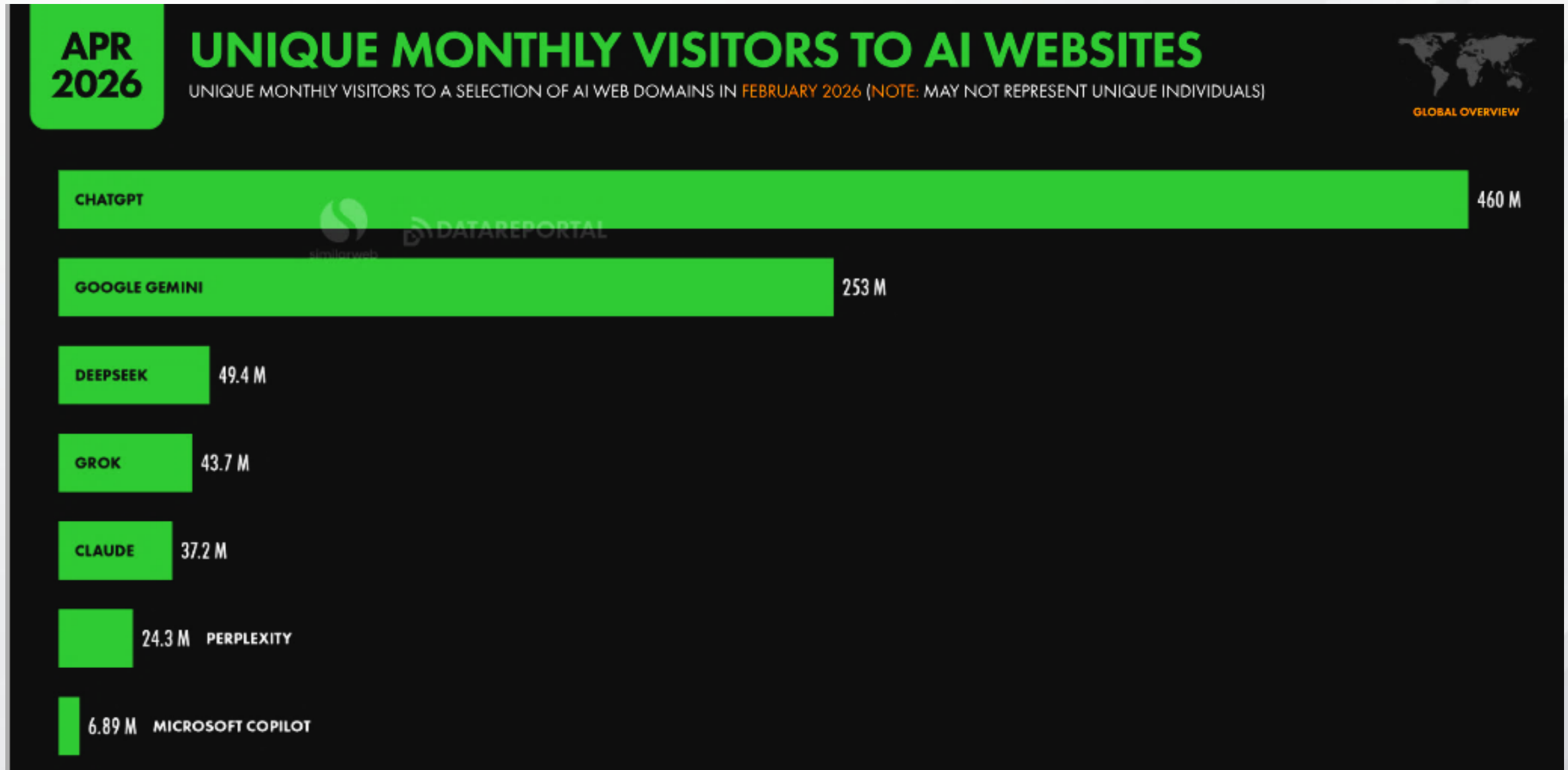
Fact-Checking

Detects misinformation and verifies sources.



Personalization

Recommends content based on user behavior and interests.



VIII. Conclusion



- **Digital media** have become part of everyday life.
- We have witnessed the birth of a new **digital environment**.
- **Digital media Studies** is considered **interdisciplinary**.
- There are now **more than 6 billion internet users** around the globe.
- **Artificial Intelligence (AI)** is used in media to **content creation, data analysis, news editing, audience targeting**, and improving the **speed and accuracy** of media work.

References:

1. **Introduction to Digital Media**, by Alessandro Delfanti & Adam Arvidsson.
2. **Tech Giants, Artificial Intelligence and the Future of Journalism**, by Whittaker, Jason Paul.
3. **Newsmakers: Artificial Intelligence and the Future of Journalism**, by Francesco Marconi.



Thank You