

<b>Title of the course:</b>	<b>New Media Theory and Practice</b>		
<b>Course ID:</b>	<b>VE-KMT008</b>		
<b>Level of education:</b>	<b>Regular &amp; Erasmus</b>	<b>Academic semester:</b>	<b>Spring</b>
<b>Professor's name:</b>	<b>dr. Zoltán Szűts PhD</b>	<b>Academic title: College professor</b>	
<b>Hours per semester:</b>	<b>30</b>	<b>Credits:</b>	<b>4</b>
<b>Exam:</b>	<b>Essay</b>	<b>Pre-requisites:</b>	<b>none</b>

### Aims of the course

The course examines key theoretical and practical approaches to understanding and analyzing new media and its impact on contemporary society and culture. It is designed to introduce students to thinking that can be used for understanding and explaining new media content. During the course students shall interact with media technologies and write a blog post. The course also takes historical perspective that situates new media within broader framework of technology and culture (from Gutenberg to Google Galaxy). Knowledge will be drawn from the fields of communication, sociology, computer science, cultural studies, economics, and law.

### Course outline

1. Introduction: Media, Communication and Information history
2. Introduction, Internet, Web 2.0, Digital culture
3. Information Society
4. Foundations of Communication and Information Theory
5. Computer Networks
6. Being digital or is Gutenberg Galaxy the past?
7. Hypertext, Hypermedia, Interactivity and New Media
8. Blogs and Wikis
9. Social networks: Is your Grandma your Facebook Friend?
10. Basics of new media writing: B Is for Brevity; A is for Adaptability; S is for Scannability; I is for Interactivity; C is for Community and Conversation (Part 1 and Part 2)
11. Wisdom of the Crowds: Crowdsourcing and Funding
12. Building Social Trust: Sharing Economy
13. New Media in Education
14. Discussion: Should I pay or should I go? What is the worth of digital objects?
15. Legal and Ethical issues

### Practical works

During the course, students are required to get familiar with the basics of blogging and write their own multimedia blog post with the help of the professor.

### Requirements and assessment

- Blog post 35%
- After consultation with the professor, an essay should be written on the topic of new media 65%

### Readings

Bolter, Jay David. Theory and practice in new media studies. Digital media revisited: Theoretical and conceptual innovation in digital domains (2003): 15-33.

[https://mitpress.mit.edu/sites/default/files/titles/content/9780262621922\\_sch\\_0001.pdf](https://mitpress.mit.edu/sites/default/files/titles/content/9780262621922_sch_0001.pdf)

Lawrence Lessig, Free Culture, 2004. – Chapter 1-4 <http://www.free-culture.cc/freeculture.pdf>

Lev Manovich, The Language of New Media, MIT Press, 2001. I. Chapter (<http://faculty.georgetown.edu/irvinem/theory/Manovich-LangNewMedia-excerpt.pdf>)

Marshall McLuhan, Understanding Media: The Extensions of Man, 1964 (McGraw-Hill), Chapter 1-2

Szűts Zoltán – Yoo Jinil, Interactivity and Reception. The Question of Hypermedial, Geo-Spatial and Augmented Literature, *World Literature Studies*, 2014/4 13-26. [http://www.wls.sav.sk/wp-content/uploads/WLS\\_4\\_14/WLS\\_4\\_14\\_Szuts-Yoo.pdf](http://www.wls.sav.sk/wp-content/uploads/WLS_4_14/WLS_4_14_Szuts-Yoo.pdf)

