

## Syllabus

### Course description

<b>Course title:</b>	Digital Ecology
<b>Course year:</b>	2nd – 1st (opt)
<b>Semester:</b>	2nd
<b>Course code:</b>	53134 (opt 1st year) 53109 (2nd year)
<b>Scientific sector:</b>	M-PED/03
<b>Degree:</b>	Master in Innovation and Research for Social Work and Social Education
<b>Lecturer:</b>	Colombi Alessandro Efrem
<b>Module:</b>	no
<b>Lecturer other module:</b>	/
<b>Credits:</b>	4
<b>Total lecturing hours:</b>	20
<b>Total Hours of availability for students and tutoring:</b>	12
<b>Office hours:</b>	from Monday to Friday on request
<b>Attendance:</b>	according to the regulation
<b>Teaching language:</b>	English
<b>Propaedeutic course:</b>	none
<b>Course description:</b>	<p>The course aims to extend concepts and areas of research developed in the field of Media Ecology, inaugurated by Neil Postman's research at New York University. Through the updating of reflections and principles that have moved since the early seventies an activity of critical analysis and active proposals related to the media, editorial production in a broad sense, the spread of electronic technologies, digital, telematics. From media education to media ecology, from McLuhan to Postman, digital ecology aims at a revival and at the desirable, necessary renewal of critical studies related to consumption, production and organization of contents in the contemporary age. The course aim to provide a solid background on classic communication theories looking ahead to an ecological approach to communication processes that should extend the idea of a media-ecological environment to the one emerging from the digital revolution. An attempt to also connect past's figures like Claude Shannon and Marshall McLuhan, to contemporary actors like Jeff Bezos or Elon Musk.</p>
<b>Specific educational objectives:</b>	<p>Understanding of the contemporary digital media ecosystem</p> <p>Understanding of the specificities inherent in the digital environment</p> <p>Typographic man vs. simultaneous man</p> <p>Internet as the ultimate typographic resource</p> <p>Critical analysis of the contemporary publishing landscape</p> <p>Choice of a medium and related close-up analysis</p>

<b>List of topics covered:</b>	Media studies and television Digital editorial production and consumption Specific risks and opportunities related to the digital paradigm Resources and tools for content management Models of fruition and production Risks of unaware consumption and fruition
<b>Teaching format:</b>	Hybrid online and in-presence lectures, digital content development and sharing, intense usage of ICT and interaction on both, synchronous and asynchronous, sides of nowadays communications universe.
<b>Learning outcomes:</b>	<ul style="list-style-type: none"> <li>• Knowledge and understanding of the contemporary media and communication landscapes</li> <li>• Specific competences related to media analysis, planning and critics in social and educational environments</li> <li>• Evaluation and contextualization competences connected to media integration (tools/resources/practices) in social/educational settings</li> <li>• Production, organization and media selection skills</li> <li>• Development of a mindful approach to a lifelong relationship with learning in the media and communication field</li> </ul>
<b>Assessment:</b>	written exam - personal reflection on a specific author/concept or set/cluster of topics + oral discussion regarding the proposal idea, development and outcome.
<b>Evaluation criteria and criteria for awarding marks:</b>	Final mark based on the evaluation of the written reflection and on its coherence and logical connection with the oral discussion.
<b>Required readings:</b>	<p><b>Ecologia dei media. Protagonisti, scuole, concetti chiave</b> Paolo Granata 2016 Franco Angeli - Collana: Cultura della comunicazione</p> <p>Further bibliographic indications and study materials will be provided during lectures and specifically for the topic/author covered.</p>
<b>Supplementary readings:</b>	<p>Understanding media : the extensions of man Marshall McLuhan 2003</p> <p>La galassia Gutenberg : nascita dell'uomo tipografico Marshall McLuhan 1998</p> <p>Die mechanische Braut : Volkskultur des industriellen Menschen Marshall McLuhan 1996</p>