

Title and Code of Course: New Media Literacy (ERP-BAN4574)

Instructor's Name: Gábor Patkós

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Credit Point Value: 6	Number of Lessons per Week: 2	Type of Course: Seminar ☒ Lecture ☐	Method of Evaluation: Oral Examination ☐ In-Class Presentation ☒ Other ☐
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Course Description:

The aim of the course is to familiarize students with the problems of approaching cultural and public issues through digital media channels. In addition, the course will provide in-depth insights into the cultural dynamics of North America, Britain, and Ireland, and it will examine their complex interactions in the context of contemporary media trends and information networks. The course will enable students not only to consume, but actively engage in understanding the impact of digital media on our society. By completing this course, students will acquire the necessary background knowledge and practical skills to critically assess and understand the power dynamics of information networks that shape their everyday encounters with North American, British, or Irish cultures. In addition to deepening their interest in the culture of North America, Britain, or Ireland, the course also develops key digital competencies that are essential in today's world. This allows students to become conscious participants in the formation of culture, rather than passive recipients, while gaining skills to navigate the digital world effectively and independently.

Bibliography:

- Bollmer, Grant. *Theorizing Digital Culture*. London: Sage, 2018.
- Borgman, Christine. *Scholarship in the Digital Age: Information, Infrastructure, and the Internet*, Cambridge: MIT Press, 2009).
- Jenkins, Henry. *Confronting the Challenges of Participatory Culture: Media Education for the 21st Century*. MIT Press, 2009.
- Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide*. New York University Press, 2006.
- Manovich, Lev. *Cultural Analytics*. The MIT Press, 2020.
- Meyrowitz, Joshua. *No Sense of Place: The Impact of Electronic Media on Social Behavior*. New York: Oxford University Press, 1985
- van Dijck, Jose. *The Culture of Connectivity: A Critical History of Social Media*. Oxford University Press, 2013.
- Zuboff, Shoshana. *The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power*. PublicAffairs, 2020.