

Syllabus for course NEW MEDIA AND TRENDS IN ICT

Course code:	4SA626
Course title in language of instruction:	New media and trends in ICT
Course title in English:	New Media and Trends in ICT
Language of instruction:	English
Name of lecturer(s):	Ing. PhDr. Antonín Pavlíček, Ph.D. (supervisor)
Prerequisites and co-requisites:	none
Recommended optional programme components:	none
Work placement:	none

Aims of the course:

The goal of this course is to acquaint students with the new media and technologies and their challenges, opportunities, threats and both technological & social possibilities. The course consists not just of the theory, there is also a team assignment.

The main goal of the course is to help change the perception of the media and ICT technologies as an unbiased and neutral source of information and help a student to understand the complexity and variability of the information society. The area of new media is quite broad and interdisciplinary - it covers informatics, laws, politics, economics, ethics, history and sociology. We shall focus on the universal aspects and influences (such as digitalization, globalization, e-government, ownership/power concentration, economic/political/social pressures, fake news). Their better understanding helps to orientate better in contemporary information society.

The course is opened not just for ICT students, but for all students interested in new technologies (e.g. management, finance, and economics students are welcomed). Just a basic understanding of ICT is expected. The course is both for graduate/undergraduate students. The course includes an original student semestral teamwork.

Learning outcomes and competences:

Upon successful completion of this course, students should be able to orientate in the turbulent environment of new media and modern ICT trends and have a good grasp of the many-2-many concept of communication (as opposed to traditional broadcasting one-2-many).

Course contents:

New media are rapidly changing contemporary society about the same way Johannes Gutenberg's invention of printing changed medieval society - when revolutionized access to the information by industrial means.

Turbulent development of modern media together with their close relation to the Information and Communication Technologies (ICT) makes New media studies absolutely essential for the

students who want to stay in touch with the latest development. New Media is a field of study where a computer plays a central role as the medium of production, storage, and distribution of information.

The course focuses not only on the technological level of the new media, but also reflects on the social and ideological impact of the personal computer, computer networks and digital mobile devices on modern society as a whole and individual potential in particular.

List of topics:

- History of communication and media
- A modern form of communication and new media
- Social media and its specifics, social bubbles
- Information society
- Information oversaturation, fake news
- Digitalization
- e-government
- e-voting, digital signature
- Artificial Intelligence, Big Data, ethics
- Copyright
- Privacy
- ICT security
- Modern trends in ICT - from Bitcoin and BlockChain to 3D print

Assessment methods and criteria:

Requirement type	Daily attendance
Active lecture/seminar/workshop/tutorial participation	10 %
Term paper	60 %
Presentation	10 %
Final oral exam	20 %
Total	100 %

Assessment:

Graded courses	
1	Excellent (90 - 100%)
2	Very good (75 - 89%)
3	Good (60 - 74%)
4	Insufficient (0 - 59%)

Ungraded courses	
P	Passed
NP	Not Passed

Special requirements and details:

none

Reading:

Type	Author	Title	Published in	Publisher	Year	ISBN	Library
RQ	HARARI, Y N.	21 lessons for the 21st century	London	Vintage	2019	978-1-78470-828-3	podrobnosti
RQ	WEBSTER, F.	Theories of the information society	London	Routledge	2002	0-415-28201-2	podrobnosti
RQ	BRYNJOLFSSON, E. -- MCAFEE, A.	Machine, platform, crowd : harnessing our digital future	New York	W.W. Norton & Company	2017	978-0-393-25429-7	podrobnosti
RQ	STANDAGE, T.	Writing on the wall : social media - the first 2,000 years	London	Bloomsbury	2013	978-1-4088-4206-5	podrobnosti
RE	LESSIG, L.	Free culture : the nature and future of creativity	New York	Penguin Books	2005	1-59420-006-8	podrobnosti
RE	NEGROPONTE, N.	Digitální svět	Praha	Management Press	2001	80-7261-046-5	podrobnosti
RE	MANOVICH, L.	The Language of New Media			2000		
RE	HARARI, Y N.	Sapiens : a brief history of humankind	London	Vintage Books	2014	978-0-099-59008-8	podrobnosti
RE	BRYNJOLFSSON, E.	Understand	Cambridge	MIT Press	2002	0-262-523	podrobnosti

	LFSSON, E. -- KAH IN, B.	ding the digital economy : data, tools and research	e			30-2	ti
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RQ required

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