

Syllabus for course NEW MEDIA AND TREND IN ICT

Course code:	4SA616
Course title:	New Media and Trend in ICT
Number of ECTS credits allocated:	6 (1 ECTS credit = 26 hours of workload)
Mode of delivery:	full-time; 2/2 (hours of lectures per week / hours of seminars per week) as semestral course
Mode of completion:	graded course
Semester:	Spring 2023
Name of lecturer(s):	Ing. PhDr. Antonín Pavlíček, Ph.D. (examiner, instructor, lecturer, supervisor)
Prerequisites and co-requisites:	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.

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:

- 1) History of communication and media
- 2) A modern form of communication and new media
- 3) Social media and its specifics, social bubbles
- 4) Information society
- 5) Information oversaturation, fake news

- 6) Digitalization
- 7) e-government
- 8) e-voting, digital signature
- 9) Artificial Intelligence, Big Data, ethics
- 10) Copyright
- 11) Privacy
- 12) ICT security
- 13) Modern trends in ICT -from Bitcoin and BlockChain to 3D print

Learning activities, teaching methods and workload (hours):

Type of teaching method	Daily attendance
Participation in lectures	26 h
Preparation for lectures	7 h
Attendance at seminars/workshops/tutorials	26 h
Preparation for seminars/workshops/tutorials	13 h
Preparation of term paper	54 h
Preparation of presentation	10 h
Preparation for final test	10 h
Preparation for final oral exam	10 h
Total	156 h

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=A	Excellent (90 - 100%)
2=B	Very good (75 - 89%)
3=C	Good (60 - 74%)
4=F	Insufficient (0 - 59%)

Reading:

Type	Author	Title	Published in	Publisher	Year	ISBN
RQ	HARARI, Y N.	21 lessons for the 21st century	London	Vintage	2019	978-1-78470-828-3
RQ	LESSIG, L.	Free culture : the nature and future of creativity	New York	Penguin Books	2005	1-59420-006-8

RE	WEBSTER, F.	Theories of the information society	London	Routledge	2002	0-415-28201-2
RE	NEGROPONTE, Nicholas. Digitální svět. Praha: Management Press, 2001. ISBN 80-7261-046-5.					
RE	Shin, L. The Cryptopians: Idealism, Greed, Lies, and the Making of the First Big Cryptocurrency Craze, New York, PublicAffairs, 2022, ISBN 9781541763005					

RQ required
RE recommended