Digital and The Contemporary Culture

Course Syllabus

2014학년도 제2학기

Course Title	Korean	디지털시대와문화			
	English	Digital and The Contemporary Culture			
Course Number-Division	03847-01	Course Completion Requirement	중핵교양필수	Time/Credits	3/3
Day / Time	금4(M410), 월 4~5(M410)	Course Target Audience		Prerequisite Courses	
Professor	Full Name	Office	Phone Number	E-MAIL	
	윤정우	D547	4910	Jungwooyoon@catholic.ac.kr	
Web Site			English Class	B형	

1.Course Outline

We live in an interconnected, fluid and mobile world where everything around us are becoming digitized. We communicate with people without having to actually meet them and we can download or purchase musics, movies, artworks, books and just about anything conveniently through digital screens. This course will require students to critically engage with topics such as: ubiquitous computing, the Googlization of our lives, how digital media and digital devices are influencing our society and our culture.

2. Objectives

The goal of the course is to provide students a deep and thorough understanding of digital media and culture built around digital society. The course will enable students to gain knowledge in digital culture through lectures and discussions about past, present and future of digital media and culture.

3. Teaching Method

- Weekly lectures
- Small group discussions
- Case studies

4. Evaluation Method

To successfully complete the course, students are expected to complete all assignments to the professor's stated requirements, attend at least 85% of the classes and participate actively in discussions and critiques. The main grading criteria will focus on participations and enthusiasm of the student towards the course.

5. Assignments

*ALL ASSIGNMENTS AND PROJECTS MUST BE COMPLETED AND PRESENTED IN ENGLISH (모든 과제물, 프로젝트, 리포트 등은 영어로 발표 및 제출)

- Weekly research assignments as well as presentations
- Weekly readings
- Mid-term project (Individual project)
- Final project (Group project)

* The exercises and projects may change with advanced notice to students

6. Experiment, Practical Exercise

- There will be weekly reading assignments. We will have a weekly small group seminar about the given topic.
- There will be a group project/presentation.

7. Related Courses

8. Textbook

Book Title	Publisher	Author	Year	Textbook or not
Digital Universe	Wiley-Blackwell	Peter B. Seel	2012	참고도서
Socialnomics: How social media transforms the way we live and do business	John Wiley & Sons, Inc	Erik Qualman	2009	참고도서
Grown up digital	McGraw-Hill Companies	Don Tapscott	2009	참고도서

9. Detailed Weekly Activities

Week	Date	Lecture Content	Reference Material	Remarks
1	2014-09-01 ~ 2014-09-07	- Introduction to the course / General guidelines about the course / Go over assignments and projects		
2	2014-09-08 ~ 2014-09-14	- Digital Euphoria - Beginnings / What is communication? How do we socialize with people?		
3	2014-09-15 ~ 2014-09-21	- Everyday tech and Ubiquitous Computing / What is media? Understanding the mass media		
4	2014-09-22 ~ 2014-09-28	- Digital commodification / Digital environment and our lives		
5	2014-09-29 ~ 2014-10-05	- Googlization and dataveillance		
6	2014-10-06 ~ 2014-10-12	- Introduction to mid-term project / Topic: Digital device of future		
7	2014-10-13 ~ 2014-10-19	- Mid-term project preparation I		
8	2014-10-20 ~ 2014-10-26	- Mid-term project preparation II		
9	2014-10-27 ~ 2014-11-02	- Mid-term presentation		
10	2014-11-03 ~ 2014-11-09	- Development of digital culture in relation to changes in advertisement and marketing		
11	2014-11-10 ~ 2014-11-16	- Digital viral films case studies I		
12	2014-11-17 ~ 2014-11-23	- Digital viral films case studies II		
13	2014-11-24 ~ 2014-11-30	- Introduction to Final Project / Topic: Creating advertising films to go viral		
14	2014-12-01 ~ 2014-12-07	- Final project preparation I		
15	2014-12-08 ~ 2014-12-14	- Final project preparation II		
16	2014-12-15 ~ 2014-12-21	- Final Presentation * Submit all project materials		