

<b>Short Title:</b>	Culture, Media and Technology <b>APPROVED</b>
<b>Full Title:</b>	Culture, Media and Technology
<b>Module Code:</b>	DMED H4029
<b>ECTS credits:</b>	5
<b>NFQ Level:</b>	8
<b>Module Delivered in</b>	<a href="#">2 programme(s)</a>
<b>Module Contributor:</b>	Hugh McCabe
<b>Module Description:</b>	The purpose of this module is to analyze how technology affects human concepts of society, culture, and the self. The focus is on key concepts of how new technologies (past, present and future) impact upon our world and our conception of ourselves.
<b>Learning Outcomes:</b>	
<i>On successful completion of this module the learner will be able to</i>	
<ol style="list-style-type: none"> <li>1. Describe key concepts in the history, philosophy and evolution of technology.</li> <li>2. Discuss how past, present and future technological trends impact upon ideas of the human subject, human society and human culture.</li> <li>3. Analyze current debates on how new technologies are reshaping our world, and present and evaluate relevant arguments.</li> <li>4. Describe and critique how technology is represented and discussed in media and culture.</li> <li>5. Create sophisticated responses to questions and issues raised by the interface between technology and human culture.</li> </ol>	

**Module Content & Assessment**

<b>Indicative Content</b>
<p><b>Theories of Technology</b>          Key theories and concepts of technology studies. Technology in Greek philosophy. Marxism and the industrial revolution. Technological determinism. Kuhn's paradigms. The two cultures argument.</p>
<p><b>Representations of Technology</b>          How technology is represented in media and culture e.g. literature, cinema, traditional and digital media, the arts. Science fiction utopias and dystopias. Popular culture and popular science.</p>
<p><b>Computers and Computation</b>          History of computing. Fundamental concepts. Algorithms. Artificial intelligence and neural networks. Concepts of human and machine consciousness. Artificial life. The technological singularity.</p>
<p><b>Technology and the Body</b>          Biotechnology. Bioethics and bio-power. Gender and identity. Transforming the human. Wearable computing. Virtual and augmented realities. Post-humanism.</p>
<p><b>The Networked World</b>          Origins of the Internet. Cyberspace and social media. Michel Foucault and panopticism. Surveillance and systems of control. Big data. The quantified self.</p>
<p><b>Emerging Media and Technology</b>          Current and future trends in digital media and technology will be analyzed and discussed. Examples of current technologies of interest would be 3D printing, the Internet of Things and crypto-currencies.</p>

<b>Indicative Assessment Breakdown</b>	<b>%</b>
Course Work Assessment %	100.00%

<b>Course Work Assessment %</b>				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Reflective Journal	Students are required to write reflective journals entries based on weekly class discussions.	1,2,3,4,5	40.00	n/a
Project	Students will be required to complete a significant individual project which is designed to explore, investigate and respond to issues raised in the module. This project might take a number of different forms such as a visual essay, a video documentary, or an interactive piece.	2,3,4,5	30.00	n/a
Other	Students are evaluated on a weekly basis on their participation in in-class discussions.	1,2,3,4	15.00	n/a
Essay	Students will write a short essay choosing from a number of set themes.	1,2,3,4,5	15.00	n/a

No Final Exam Assessment %
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<b>Indicative Reassessment Requirement</b>
<p><b>Coursework Only</b>  <i>This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.</i></p>

**ITB reserves the right to alter the nature and timings of assessment**

**Indicative Module Workload & Resources**

Indicative Workload: Full Time	
Frequency	Indicative Average Weekly Learner Workload
Every Week	30.00
Every Week	30.00
Every Week	40.00

**Resources**

*Recommended Book Resources*

Eugenia Siapera 2011, *Understanding New Media*

Val Dusek 2006, *Philosophy of Technology: An Introduction*

Michel Foucault 1975, *Discipline and Punish: The Birth of the Prison*, Panopticism Chapter

Vincent Miller 2011, *Understanding Digital Culture*

*Supplementary Book Resources*

Lev Manovich 2002, *The Language of New Media*

Max More and Natasha Vita-More (eds.) 2013, *The Transhumanist Reader: Classical and Contemporary Essays on the Science, Technology, and Philosophy of the Human Future*

J.G. Ballard, *Selected Short Stories*

Michio Kaku 2014, *The Future Of The Mind*

*This module does not have any article/paper resources*

*Other Resources*

Magazine: *Wired Magazine*

Film: Ridley Scott 1982, *Blade Runner*

Film: Alex Garland 2015, *Ex-Machina*

Film: David Cronenberg 1983, *Videodrome*

Film: Steven Spielberg 2002, *Minority Report*

Film: Fritz Lang 1927, *Metropolis*

Film: Chris Marker 1962, *La Jetée*

**Module Delivered in**

Programme Code	Programme	Semester	Delivery
BN_DDMED_8	<a href="#">Bachelor of Arts (Honours) in Creative Digital Media [240 ECTS credits]</a>	8	Mandatory
BN_DDMED_B	<a href="#">Bachelor of Arts (Honours) in Creative Digital Media [Add on 60 ECTS credits]</a>	2	Mandatory