

## **E-Media. Power and Communications in a Digital Age**

E-media is a very broad term, which covers a lot of phenomena initiated mainly by the development of digital technologies of communications, especially computer networks (Internet). E-media are synonymous to new media in this course. We don't treat as e-media such modifications of traditional media, like digital television, however we take into account the whole media ecosystem as a framework for our analysis. The focus is on social, political, economical and cultural changes caused by e-media development. The course will provide theoretical and practical tools to discuss e-media phenomena. These tools will be used in practice during analyses of several case studies from real life of e-media. We will work either on cases being examples of tremendous success, or which finished as sad failures. Students will be invited to apply knowledge obtained during this course to analyze cases of e-media ventures known from their personal practice. The aim of the course is to show, that e-media are an inherent part of postmodern world, a part which importance is quickly growing. We stick to the Norbert Wiener's (father of cybernetics) remark: if you want to understand a society, you need to understand the ways it communicates.

### **1. Introduction to the seminar and the realm of Digital Culture (prof. Mirosław Filiciak):**

- Introduction to the programme of the seminar: topics, readings, students' presentations, final papers.
- Introduction to the world of Digital Culture.
- How to study media in the post-media world? From media practices to platform studies.

### **2. Do we still work in the social factory? Free labor in the age of algorithms (prof. Mirosław Filiciak).**

- Share Lab, *Facebook Algorithmic Factory* (pt. 1-3), <https://labs.rs/en/facebook-algorithmic-factory-immaterial-labour-and-data-harvesting/>
- Tiziana Terranova, *Free labor*

### **3. Against universalism. Local modernities in 20th and 21st century, or technological peripheries perspective (prof. Mirosław Filiciak).**

- *Good Copy, Bad Copy* (2007, movie fragment)
- Ramon Lobato, *Communication networks, cities and informal economy*, <https://researchbank.swinburne.edu.au/file/29030c79-34f5-42bd-b591-7b68a5187e47/1/PDF%20%2824%20pages%29.pdf>
- Anita Chan, *Networking Peripheries*

### **4. Welcome to the World of Post-Truth and a Crisis of Trust:**

- Edelman Global Trust Barometer, <http://www.edelman.com/global-results/>
- Oxford Dictionary, <https://en.oxforddictionaries.com/word-of-the-year/word-of-the->

year-2016

**5. New Media, Politics and Power: from Zapatista Movement through Arab Spring and EuroMaydan to Brexit and Donald Trump's victory:**

- Manuell Castells, Communication, Power and Counter-power in the Network Society, <http://ijoc.org/ojs/index.php/ijoc/article/view/46/35>
- Blogs and Bullets II: New Media and Conflict after the Arab Spring, <http://www.usip.org/files/resources/PW80.pdf>
- Exclusive Interview: How Jared Kushner Won Trump the White House, <http://www.forbes.com/sites/stevenbertoni/2016/11/22/exclusive-interview-how-jared-kushner-won-trump-the-white-house/#f56895e2f50f>

**6. Geometry of Social Space in the Age of E-Media:**

- Eric Kluitenberg, Hybrid Space: The Network of Waves, <https://www.onlineopen.org/download.php?id=271>
- Catherine Howe, Networks of Outrage and Hope, <http://www.curiouscatherine.info/2013/06/23/networks-of-outrage-and-hope/>

**7. Body in a Hybrid Space**

- Donna Haraway, A Cyborg Manifesto, <https://wayback.archive.org/web/20120214194015/http://www.stanford.edu/dept/HP/S/Haraway/CyborgManifesto.html>

**8. Counter-Society and Social Operating System**

- Barry Wellman, Lee Rainie; How to Thrive in a Networked World, <http://networked.pewinternet.org/2012/10/18/how-to-thrive-in-a-networked-world-book-chapter-excerpt/>
- Wes Enzinna, A Dream of Secular Utopia in ISIS Backyard, <https://www.nytimes.com/2015/11/29/magazine/a-dream-of-utopia-in-hell.html>

**9. Big Data, Social Network Analysis and other tools to study e-communications**

- Hannes Grassegger and Mikael Krogerus, The Data that Turned the World Upside Down, [https://motherboard.vice.com/en\\_us/article/how-our-likes-helped-trump-win](https://motherboard.vice.com/en_us/article/how-our-likes-helped-trump-win)
- Albert-László Barabási, Network Science: Introduction; <http://barabasi.com/networksciencebook/chapter/1#vulnerability>

**10. Summary. Futures of Media and Communications.**