Course title: ZURn6605 New Media and Smart/AI Services

Lecturer: Katalin Fehér Ph.D. with habilitation

Course objectives

Smart environments and AI-based services are shaping the new media trends. This course provides a project-based introduction into the contemporary digital media. Students will understand the engines of digital transformation via emerging technologies and their social-cultural adaptations. The ultimate goal is to prepare the participants for their future jobs on media, journalism, marketing or PR as upcoming trends.

Outcomes from learning

Students will be able to:
- understand digital transformation
- analyse the emerging digital technologies in social-cultural context
- plan new media-based productions by smart and AI technologies
- develop the critical approaches on contemporary new media

Syllabus / themes
1. Introduction
2. History and theories of new media
3. Trends in new media
4. Project work: new media services
5. Project presentation: new media production
6. Smart environments and society
7. Project work: smart media services
8. Project presentation: smart media production
9. AI technology and culture
10. Project work: AI-based media services
11. Project presentation: AI-based media production
12. Summary and feedback

Teaching methods

lecture and seminar

Schedule and venue
Monday (7x) : 26/10, 2/11, 9/11, 23/11, 30/11, 7/12, 14/12
Time 12,30-15,00
Please note, the course is available online only

Assessment methods
- Project presentation: new media production - 30%
- Project presentation: smart media production - 30%
- Project presentation: AI-based media production - 40%

The assessment methods expect team works.

Sources

Couldry, N. & Hepp, A. (2017) The mediated construction of reality. Polity: Cambridge

Feher, K. (2019) The Zoom Interference Model of New Media. A Metaphor-Based Dynamic Approach in the Jungle of Concepts. Mediatization Studies, Vol. 3. 7-20. doi: 10.17951/ms.2019.3.7-20

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Gehl, L. W. & Bakardijeva, M. (2017, eds.) Socialbots and Their Friends: Digital Media and the Automation of Sociality. NY & London: Routledge.

Kaneko, H. et al. (2020) AI-Driven Smart Production." *SMPTE Motion Imag. J.* 129 2. 27-35. doi: 10.5594/ JMI.2019.2959173

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Jannick, K. et al. Privacy Policies Caught Between the Legal and the Ethical: European Media and Third Party Trackers Before and After GDPR. Hilde and Kosta, Sokol, Privacy Policies Caught Between the Legal and the Ethical: European Media and Third Party Trackers Before and After GDPR. July 26, 2019.

Klinger, U. & Svensson, J. (2018). The end of media logics? On algorithms and agency. *New Media & Soc*, vol. 20. no. 12, pp. 4653-4670. doi: 10.1177/1461444818779750

Nechustai, E. & Lewis, S. C. (2019) What kind of news gatekeepers do we want machines to be? Filter bubbles, fragmentation, and the normative dimensions of algorithmic recommendations. Computers in Human Behaviour, 90. 298-307.

Rowles, D. (2017) Mobile Marketing. 2nd Ed. London, NY, ND: Kogan Page

Ruotsalainen, J. (2018) Scanning the shape of journalism—Emerging trends, changing culture? Futures 104. 14-24.

Zuboff, S. (2019) The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power. PublicAffairs: London.

+Current trend reports about new media by Gartner, Pew Research etc.