**CLASS 2**

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| **TOPIC** | The New Media in the Digital World of Today | |
| **LEARNING CONTENT - DETAILED CHARACTERISTICS** | This class focuses on the way we can understand the world of new media and its development in the last few decades that has created the digital world of today. A classification of the new media is offered on the basis of the different functions they perform. Special emphasis is put on the intended and unintended consequences of the introduction of the new media and the problems we face today. A discussion of the ways of overcoming the negative sides of digitalization is offered. | |
| **KEY WORDS** | new media; digital media; digital world; media literacy | |
| **SUGGESTED TOOLS** | Power-point presentation  Videos and readings about the concepts discussed  Discussion | |
| **TIPS / METHODOLOGICAL REMARKS**  **(if applicable)** | The “flipped classroom” method is used. Students are assigned readings and videos to watch and then a class discussion is carried out. All steps are detailed in the description | |
| **IMPLEMENTATION OF THE CLASSES** | **STEP 1** | The students are assigned to read the power-point presentation and think of possible questions to discuss. |
| **STEP 2** | The students are assigned to find examples of the way new media have changed the world today and their negative consequences on society.  See Work Card 1 and Work Card 2. |
| **STEP 3** | Discussion: the students come to class and discuss the functions new media perform and the different aspects of the way new media have influenced society as a whole. They ask questions based on their getting acquainted with the presentation of the lecturer. |
| **STEP 4** | The lecturer clarifies the different points of view and makes students critically assess how society changes under the influence of the new media and what we do to adapt to these changes. |
| **STEP 5** | Learners discuss the different examples they have gathered and their relevance to the issues presented by the lecturer. |

**ADDITIONAL MATERIAL - WORK CARD 1**

**WORK CARD 1 – THE NEW MEDIA OF THE DIGITAL WORLD**

# Task 1. After reading the presentation and on the basis of your own experience try to fill in the table below dealing with the consequences of the introduction of the new media in society.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Communication/media/ worker | Communication /media/ product | Organizational/workplace structure | Society |
| Intended consequences | 1……………  2…………….  3…………….  4……………. | 1……………...  2. …………….  3. ……………. | 1…………….  2. …………….  3…………… | 1…………….  2…………… |
| Unintended/  unexpected consequences | 1……………  2…………… | 1……………...  2. …………… | 1……………  2. …………… | 1…………….  2……………. |

# SUGGESTED ANSWERS:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Communication/media/ worker | Communication/media/ product | Organizational/workplace structure | Society |
| Intended consequences | 1.Increased efficiency  2.Lower cost  3.Greater speed  4.Flexibility | 1.Interactivity  2.User control  3.Multimedia  content | 1.Decentralization  2.Virtual workplaces/newsrooms  3.Telecommuting | 1.Economic benefit  2.Freedom |
| Unintended/  unexpected consequences | 1.Health effects  2.Fewer jobs | 1.Information more costly  2.Intellectual property rights hard to define | 1.Redefined roles  2.Organization | 1.Privacy lost  2.Pace of technological change faster than society’s ability to cope |

**ADDITIONAL MATERIAL - WORK CARD 2**

**WORK CARD 2 – THE NEW MEDIA OF THE DIGITAL WORLD**

# Task 2. Read Marc Prensky’s article “Digital Natives, Digital Immigrants” Part I and Part II from 2001 (<https://www.marcprensky.com/writing/Prensky%20-%20Digital%20Natives,%20Digital%20Immigrants%20-%20Part1.pdf> ; <https://www.marcprensky.com/writing/Prensky%20-%20Digital%20Natives,%20Digital%20Immigrants%20-%20Part2.pdf> ) and discuss your own experience of being a “digital native” or not.

# https://caseygracecybercultures.files.wordpress.com/2015/02/digital-natives-copy.jpg?w=604

# https://miro.medium.com/v2/resize:fit:500/1*kRUAzmxaroJZlMZfzEwhBQ.jpeg