

ΠΕΡΙΓΡΑΜΜΑ ΜΑΘΗΜΑΤΟΣ (Course Syllabus)

1. General

School	School of Humanities and Social Sciences		
Department	Department of Culture, Creative Media and Industries		
Study Level	Undergraduate		
Course code	ΕΠ687	Semester	6,8
Course Title	Culture and Digital Media		
Autonomous Teaching Activities		Weekly Teaching Hours	Credits
Lectures		3	5
Tutorials		2	
Course Type <i>Υποβάθρου , Γενικών Γνώσεων, Επιστημονικής Περιοχής, Ανάπτυξης Δεξιοτήτων</i>	Scientific area Skills Development		
Prerequisites:	No		
Course teaching and evaluation language:	Greek		
The course is offered to Erasmus incoming students	Yes [potentially the course may be offered in English]		
Course Page (URL)	https://cult.uth.gr/en/course/culture-and-digital-media/		

2. Learning Outcomes

Learning Outcomes

Describe the learning outcomes of the course, the specific knowledge, skills and abilities students will acquire upon successful completion of the course of the appropriate level.

Upon successful completion of the course, students will be able to:

- Understand digital culture as a process of meaning- and value-production in the present, rather than merely as a technological phenomenon.
- Analyze the role of digital platforms in shaping the circulation, visibility, and value of cultural content.
- Explain how algorithmic mechanisms influence what is promoted, what is obscured, and what is considered significant in digital environments.
- Critically approach the use of artificial intelligence in cultural production, recognizing its effects on forms of discourse, aesthetics, and narratives.
- Reflect on the role of subjects in the co-production of cultural meaning within digital systems.
- Understand how and why the past is mobilized in contemporary digital culture as content, aesthetic, narrative, and cultural capital.
- Apply basic methods of observation, analysis, and critical interpretation to contemporary digital cultural practices.

General Skills

Taking into account the general competencies that the graduate must have acquired (as listed in the Diploma Supplement and listed below), which one (s) does the course aim for?

Research, analyze and synthesize data and information, using the necessary technologies.

Adaptation to new situations

Decision making

Independent work

Teamwork

Working in an international environment

Working in an interdisciplinary environment

Production of new research ideas Project design and management

Respect for diversity and multiculturalism

Respect for the natural environment

The course aims to cultivate the following general competencies:

- Information retrieval, analysis, and synthesis
- Critical and self-critical thinking
- Independent work
- Teamwork (within the context of discussions and applied exercises)
- Generation of new ideas and conceptual connections
- Promotion of free, creative, and inductive thinking
- Understanding and management of complex cultural phenomena in the digital environment

3. Course Content

We participate on a daily basis in systems that organize what we see, what is valued, what becomes a trend, and what is considered “normal.” Platforms, algorithms, and artificial intelligence, together with the people who use them, co-shape the ways in which meaning and value are produced.

The course explores contemporary digital culture not as technology, but as a process of meaning-making in the present. It focuses on cultural practices that emerge in digital environments and examines how these practices are organized by platforms, regulated by algorithmic mechanisms, influenced by artificial intelligence systems, and performed by subjects. Particular emphasis is placed on the role of the past as a cultural resource, aesthetic, and narrative material in contemporary cultural production.

The course combines the study of selected theoretical texts with short, applied exercises based on the observation, analysis, and critical examination of contemporary digital cultural practices.

Weekly Structure

- 1 Introduction: What is digital culture? – Course overview
- 2 & 3. Platforms: The ecosystem of digital culture
- 4 & 5. Algorithms: Who defines visibility?
- 6 & 7. Artificial Intelligence: Cultural production without experience and knowledge
- 8 & 9. Subjects: Meaningful production (choice, experience, knowledge)
- 10 & 11. The Past as a Cultural Resource
- 12 & 13. Reflection: Who ultimately controls culture today?

4. Instructive and Learning Methods - Evaluation

Interactive and Learning Methods Evaluation		
Delivery Method.	Delivered by physical presence	
Use of IT's in teaching and communication with students	• Use of database systems and cultural software • Support Learning Process via the e-class platform • Electronic communication with students	
Teaching Structure		
<i>The methods of teaching are described in detail</i>	Methods	Semester Work Load
<i>The student study hours for each learning activity are recorded as well as the non-instructional study hours so that the overall</i>	Lectures and seminars	39
	Individual/Team projects	46
		65

workload at semester level corresponds to ECTS standards.	Autonomous study	
	Course Total (25 Hrs. Work Load per Credit Unit)	150
Student Evaluation Description of the evaluation procedure	Formative Assessment: Weekly in-class exercises Summative Assessment • Practical exercises: 30% • Written exams (Essay development questions & Short answer questions):70% The evaluation criteria are explicitly mentioned during the first introductory lecture. They are also available, in the course description on the university's eclass asynchronous e-learning platform.	

5. Recommended Readings

- Σωτήρης Μπαχτσετζής, Χρονο-πολιτική και Τοπο-οικονομίες. Κατανοώντας το παρόν και σχεδιάζοντας το μέλλον **Κωδ. Ευδόξου:** 133032812
- Βιβλίο [68389443]: Η Γλώσσα των Νέων Μέσων, Lev Manovich
- Αναδυόμενες τεχνολογίες και πολιτισμική κληρονομιά, Καταπότη Δέσποινα, Μπούνια Αλεξάνδρα (Επιμ.), εκδόσεις Αλεξάνδρεια 2021, Εύδοξος 102072775
- Tegmark, Max. Τι θα σημαίνει να είσαι άνθρωπος στην εποχή της τεχνητής νοημοσύνης; ΤΡΑΥΛΟΣ & ΣΙΑ ΟΕ, 2018. Κωδικός Βιβλίου στον Εύδοξο: 86200413

Περιοδικά

- Digital Humanities Quarterly (DHQ), <http://www.digitalhumanities.org/dhq/>
- Digital Literary Studies, <https://journals.psu.edu/dls>