

1. Course (module) title	2. Code
New Media Technologies and Innovations	

3. Lecturer (s)	4. Department(s)
Prof. dr. Rimantas Plungė	

5. Course level	6. Course (module) level	7. Course (module) type
First	I	Optional

8. Implementation form	9. Implementation period	10. Implementation language
Full-time		English

11. Requirements for students	
Preliminary requirements:	Other requirements (if applicable):
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12. Scope of course (module) in ECTS credits	13. Full workload of a student (hours)	14. Contact work hours	15. Independent work hours
6	150	60	90

16. Course (module) purpose: competences developer by the course programme
To provide students with knowledge about new media technologies and their innovations, to find out the significance of media innovations for communication and social transformations.

17. Relation of the course targets with the expected results of studies and evaluation methods of studies and student achievement			
Results (targets) of the course	Results of the course	Methods of studies	Evaluation methods of academic achievements
Students will become acquainted with the new media technologies, media innovations and their impact on society.	Students will understand and reflect deeply on the concept of new media.	Lectures, demonstrations, case studies, discussions.	Observation of case study presentations and discussions.
	Students will know the features of new media communication, innovations, stages of development.	Lectures, demonstrations, case studies, discussions, project preparation.	Monitoring project presentations, monitoring and evaluating discussions.
	Students will be able to consistently, professionally and critically evaluate new media products.	Discussions, group work, preparation of written works, case studies.	Assessment of written works, assessment of working groups, observation of discussions, observation of case studies.

18. Course content								
Topics	Contact work hours and learning method						Time of independent studies and tasks	
	Lectures	Consultations	Seminars	Exercises	Laboratory work	Practice	All contact work	Independent work

Contemporary communication and innovations: concepts, and audiences. Innovation in communication and innovation communication.	1						1	0	
Understanding of innovations of new media technologies.	1						1	0	
New Media Technologies and Innovations.	1						1	6	
The links between new media technologies, innovation and social innovation.	1						1	6	
The power of the image: from analog to digital video. Video technology innovations.	1						1	6	
Innovations of visual technologies.	1						1	6	
Innovations of moving images.	2						2	6	
The power of sound. Innovations of sound technologies.	2						2	6	
New media ecology in the context of media innovations.	2						2	6	
The power of interactivity.	2						2	6	
Innovations in modern media communication infrastructure.	2						2	12	
The rise of the network society.	2						2	6	
Software takes command.	2						2	6	
Contemporary media innovation and the creative cultural industries.	2						2	6	
Perspective of media technology and innovation development. Technological determinism.	2						2	12	
<b>Total</b>	<b>24</b>						<b>24</b>	<b>90</b>	

<b>19. Strategy and criteria of student assessment</b>			
<b>Assessment method</b>	<b>Per cent</b>	<b>Delivery time</b>	<b>Evaluation criteria</b>
Independent work / discussion	20	Week 10	Observation and qualitative evaluation of presentations and discussions on media innovation.
Midterm exam	30	Week 11	Depth of analysis of innovative new media products.
Exam	50	Week 15	Depth of analysis of selected media technology and innovation topic.

<b>20. Sources of study, literature</b>	
<b>Mandatory sources of study, literature</b>	
<ol style="list-style-type: none"> <li>1. Manovich L. 2013. Software Takes Command. Bloomsbury Academic. NY, London.</li> <li>2. Manovich L. 2020. Cultural Analytics. The MIT press.</li> <li>3. Hurley R. 2020. The Cybernetics Hypothesis. South Pasadena. Semiotext(e).</li> <li>4. Miller V. 2011. Understanding Digital Culture. Sage publications Ltd.</li> </ol>	

<b>Additional sources of study, literature</b>
<ol style="list-style-type: none"><li>5. Manovich L. 2002. The Language of New Media. MIT Press Ltd; re.</li><li>6. McLuhan M. 1994. Understanding Media: The Extension of Man. MIT Press Ltd.</li><li>7. Flusser V. 2000. Towards a Philosophy of Photography. Reaction Books.</li><li>8. Postman N. 2005. Amusing Ourselves to Death: Public Discourse in the Age of Show Bussiness. Penguin Books.</li></ol>