

SYLLABUS

Name: Communication techniques and tools

Name in Polish: Narzędzia i techniki komunikacji

Name in English: Communication techniques and tools

Information on course:

Course offered by department: Faculty of Organisation and Management
Course for department: Silesian University of Technology
Study level and form: Bachelor's degree, Full-time
Term: winter semester 2022/2023
Coordinator of course edition: dr Bartłomiej Knosala

Default type of course examination report:

Credit

Language:

English

Course homepage:

<https://platforma.polsl.pl/roz/>

ECTS

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Short description:

The course aims to familiarize students with the most important challenges of today from the perspective of dynamically changing communication tools and techniques. The course addresses such issues as the role of social media in modern society, science communication, and the economics of attention extraction.

Description:

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1. Introduction - about integrating the humanities and technology.
2. Cognitive warfare - algorithms and narratives.
3. Media and the problem of addiction and depression.
4. Politics in the age of social media - media bubbles. social polarization, (i.e., we will destroy the community but we will make a pittance of it).
5. Will cognitive technologies save the planet?
6. Panopticon - global surveillance. China and Taiwan, or between total digital surveillance and open democracy.
7. Open democracy - praise of Audrey Tang.
8. Work in the age of cognitive technologies - are we in danger of technological unemployment?
9. Media education - what we should know about cognitive technology
10. Is reality just a simulation ? Philosophical question and cognitive technology (Plato, Descartes, Leibnitz, Berkley, McLuhan, Baudillard, Matrix)

Bibliography:

1. M. McLuhan, *Understanding Media. Extensions of Men*. All editons.
2. R. McNamee, *Zucked. Waking up to the Facebook Catastrophe*, Penguin Press, New York 2019.
3. Jordan Shapiro, *The New Childhood: Raising Kids to Thrive in Connected World*. Little, Brown and Company 2018.

Learning outcomes:

K1A_W5; K1A_U2; K1A_K2

Assessment methods and assessment criteria:

Class activity and oral examination

Practical placement:

Not applicable