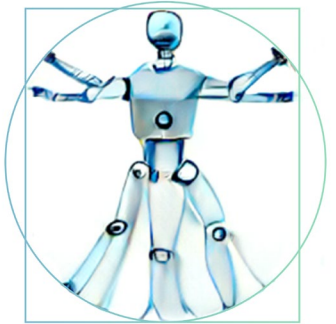


Digital Media, Society, and Culture

Introduction

Angus A.A. Mol
Walter Crist



L U C D H

There are these two young fish swimming along and they happen to meet an older fish swimming the other way, who nods at them and says “Morning, folks. How’s the water?”

The two young fish swim on for a bit, and then eventually one of them looks over at the other and goes “What the hell is water?”

“The most obvious, important realities are often the ones that are hardest to see and talk about.”

~ David Foster Wallace [This is Water](#)

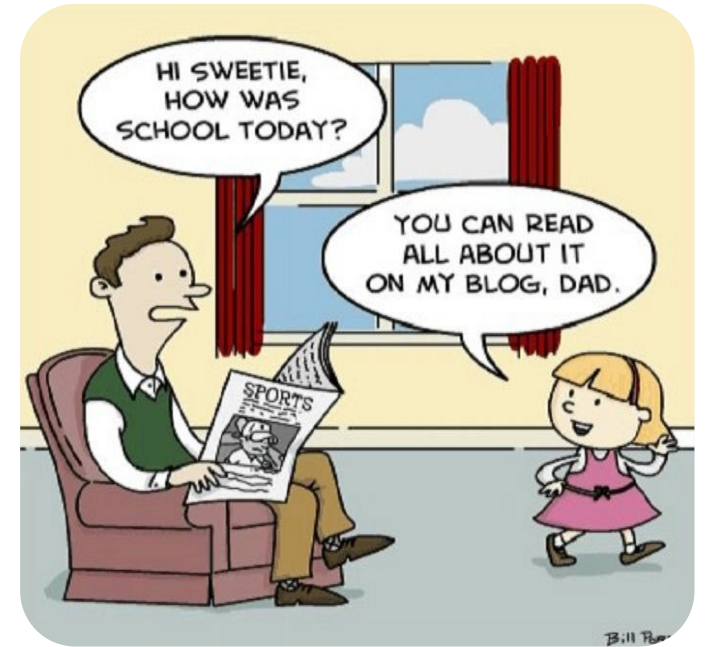


Old Ideas about Digital Fish in the Water

“Our students have changed radically. A really big discontinuity has taken place. One might even call it a ‘singularity’ – an event which changes things so fundamentally that there is absolutely no going back.

“What should we call these ‘new’ students of today? The most useful designation I have found for them is Digital Natives. Our students today are all “native speakers” of the digital language of computers, video games and the Internet.”

~ Marc Prensky, 2001,
[Digital Natives, Digital Immigrants](#)



For example: this cartoon was cool, only a ‘short’ fifteen years ago.

We're Not That Wise & Old (or Fish)

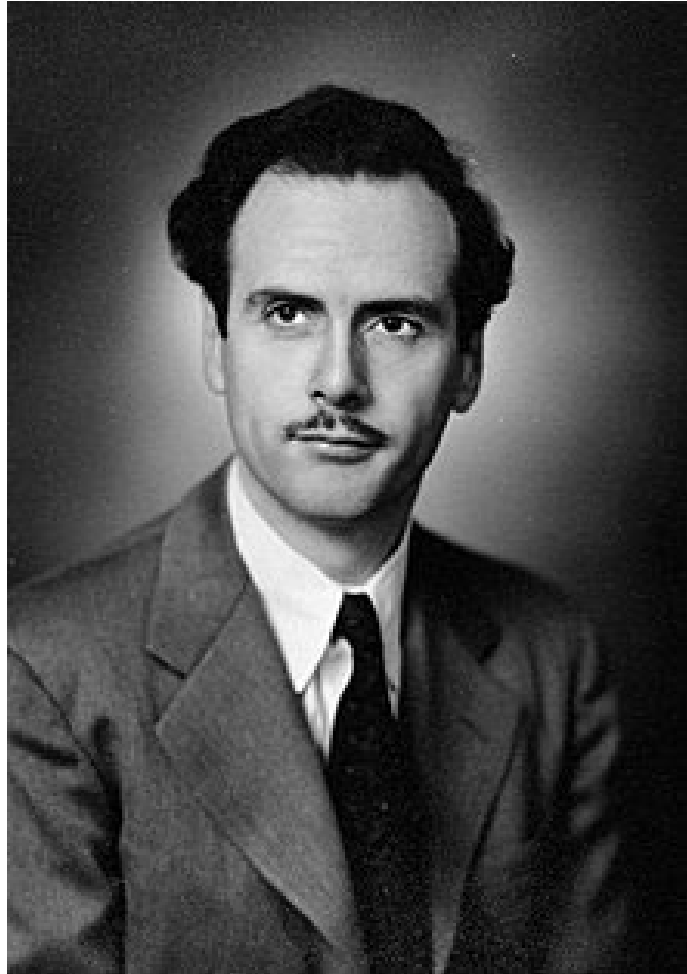
Everyone comes into this course with different understandings, experiences and perspectives of our digital world.

Our understandings, experiences and perspective on Digital Media:

The Digital as 'New, Once Upon a Time'

- Growing up across the digital divide
- Self-taught/ Experimenting/ Tinkering
- Digital Humanities & Computer Science Collaborations
- The Digital and its Long-term Cultural Contexts
 - Archaeology & Heritage
 - History of Technology
 - Science, Technology and Society (STS) Studies
- The Digital as Playful, Creative, and Explorative





The ~~Water~~ Medium is the Message

Marshall McLuhan
(1964, Understanding Media)

"Indeed, it is only too typical that the 'content' of any medium blinds us to the character of the medium"

Sign up to the
Blog, Now!

Or by the latest on Sunday, End of Day

Use your Learning Unlimited e-mail
(umail) to sign up.

Remember your password!

edu.nl/t3mga

DMSC

DIGITAL MEDIA, SOCIETY, & CULTURE PROJECT

The Do's and
Don'ts of
Creating
Content



Introduction



j.m.vleghert@hum.leidenuniv.nl

- Goes through all your content
- Checks the status of your 'points'
- Will give you some feedback
(beginning of November)



Your TA

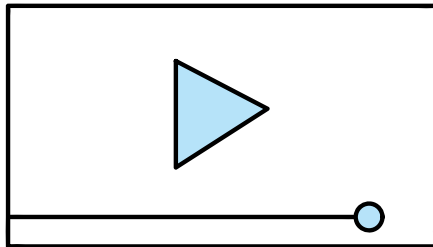


Janessa Vleghert

In general

○ ○ ○ ○

.....



- **Stay on topic:**
create content that either refers to the course directly and/or current digital media and technology
- **Use the right register:**
find a balance between formal/informal/academic by keeping your audience in mind
- **Keep it Short and Simple, KISS**
Principle:
also known as “Keep it simple, stupid” ツ;
don’t overdo it
- **If you have any questions:**
see if you can find the answer on [the site](#)
or ask either Janessa, Walter or Angus
(preferably via TEAMS)

Blog Post

○ ○ ○ ○

(500-1000 words)

- Use working hyperlinks
- If you can't link to something, check out the use of anchor links that link to references at the bottom of the post.
- Add multimedia (images and video)
- Use paragraphs and headers
- You can be creative with the formatting but keep it legible
- Add your group's category to your post (!)

More on Images

Watch out for copyright!

Don't forget to set a featured image

Even if not copyrighted, adding the sources of an images is the right thing to do

PODCAST OR OTHER AUDIO

○ ○ ○ ○

(10-15 min)

- Use a script and tightly edit the audio to keep the contents concise
- Style: Pop Science or Knowledge-driven podcast.
- Adding a fun intro/outro is appreciated, but keep it short and simple
- More in the workshop by Thomas Vorisek

Please note:

**The points
include editing
And sound
editing**

**DO NOT exceed
the max
minutes.**

Video

(5-7 mins)

○ ○ ○ ○

- Plan out the video to make sure it has a narrative (use a script)
 - Adding a fun intro/outro and visual elements is appreciated, but keep it short and simple
- Style: Popular Science or Knowledge-driven Video Essay
- More in the workshop by Sebastian Muñoz

Please note:

**The points
include editing**

**DO NOT exceed
the max
minutes.**

Logistics



Group names

- 15:15 Digital Dynamos (101)
- 16:15 Media Maesters (102)
- 17:15 General lecture

- Register now!
- First blog needs to be online next Monday
Close of day
- **Important:**
add your group as a Category to every blog post
(otherwise, it won't be found by Janessa)

First blog inspiration cue:
A Day in the Digital