

COM 370

The Digital Innovation and Media Strategies for a New Consumer Culture

Department of Communication and Media Studies

Spring 2019

Tuesdays 16:00 – 18:45

Room: LAC 5

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Office Hours: by appointment (please email me/come talk to me to set up an appointment.)

Course Description

Digital communication has been fundamental in today's organizational, cultural, and consuming areas. With the continuous technological development, we have been witnessing the surge of digital innovations in recent years. This course examines key dimensions of digital innovations in the current consumer culture such as Internet of Things (IoT), Augmented Reality (AR), Geographical Referencing System, Review & Ratings algorithm, Artificial Intelligence, Big Data, BOT and chatbot. The course explores not only the new brand and media strategies of companies but also self-branding strategies of operators, influencers and users/consumers with a special attention to the creative dimension of consumption experience. In this process, the differences between cross-media communication and trans-media storytelling will be discussed as these two strategies help organizations manage relationships between brand, product and consumers by the means of emerging media. Ultimately, students will develop a greater understanding of media strategies using digital innovations that can be applied in the professional context.

Learning Objectives

1. To acquire a specific knowledge on the evolution of digital media and its intersections with the contemporary branding strategies.
2. To develop the critical/creative competence to evaluate the interaction between brands and consumers.
3. To design future scenarios and forecast the further trends of the digital brand communication.

Course Readings

Required course readings will be posted on Moodle.

Note: It is your responsibility that you are able to refer to some specifics of the readings in class in order to engage in class discussions and activities.

Course Assignments

Reading Reactions 10%

After completing your reading assignments, please post a brief reaction to the reading on Moodle. For example, what did you find interesting? What did you find puzzling? Each posting is due at 16:00 on the day the readings are due. Late postings will not be accepted. If you post your reading reactions for all readings before each deadline (of

course, demonstrating your understanding of the readings), you will receive 100 points for this assignment. Each time you fail to post your reading notes, 5 points will be subtracted. If you miss more than 5 reading reactions, you will receive significantly lower grade for this assignment.

Analyzing new brand strategies through emerging media – 15%

In this assignment, you will analyze a wearable technology. You will select a specific object, define in which category of wearable technology it can be placed (Intrinsic, Extrinsic, Complementary), apply to it McLuhan's Tetrad and analyze the communication strategy using the hi-tech/lo-tech matrix.

The paper should be about 4-5 pages in length.

More details will follow early in the semester.

Brand communication and Artificial Intelligence – 15%

In this group assignment (3-4 students each) you will design a future scenario in which will develop the relation between Artificial Intelligence, communication and consumption. Starting from an example discussed in class (Isolation, Integration, Co-design), and also from your impressions/perceptions about the use of the new automated technologies, you will paint a possible future environment.

The paper should be about 4-6 pages in length.

More details will follow early in the semester.

Midterm examination – 30%

This will be an in-class midterm examination that covers materials thus far. The format of the examination is a combination of multiple choice questions and an essay question. Please be sure to keep track of key terms/concepts as you do your reading assignments. There will be no make-up exams unless there is a documented emergency.

Final examination – 30%

Final examination will cover materials from assigned readings, class discussion, and activities so that you will have an opportunity to review key issues that we learned throughout the semester. It is essential that you keep up with all readings and participate in class. The format of final examination is likely to be oral examination and more details will follow later in the semester. There will be no make-up exams unless there is a documented emergency.

Attendance and Tardiness Policy

One unexplained absences are allowed without affecting your final grade. After one absence, 10 points will be subtracted for each absence from the total of 100 points for attendance grade. If you come to class after attendance has been taken, it will be counted as one-half of an unexplained absence. That is, two incidents of tardiness will be counted as one unexplained absence. Please be aware that missing classes also mean that you will not be contributing to our class discussion/activities. If you are absent from illness and turn in a medical note indicating the exact dates under medical care, we will discuss appropriate arrangements regarding how you can make up for the missed classes. Please also note that you will not be able to pass the course if you miss more than 4 class meetings regardless of the reasons of absence or your performance in other assignments.

Policy on Using Communication Technologies (e.g., cell phone, laptop) in Class

As a student who studies communication and media studies, I would like each of you to think about what would be an effective way of using communication technologies in classroom in order to create a productive learning environment for you as well as your classmates. I expect each of you to be responsible for making your own choice

as to when/how to use them and when/how not to use them.

Paper/Written Assignment Policy

Unless otherwise instructed, all papers/written assignments need to be typed (Times New Roman, 12 font), printed out, and turned in at the beginning of class on the due date. That is, turning in the papers/assignments right after class means a day late. Late paper/written assignment will receive a grade of one letter down (e.g., An “A” paper will receive “A-” grade).

Also, please pay a very close attention to the assignment guidelines. If you have any questions or concerns about the assignment guidelines, please clarify them before the assignment is due. I will grade your assignment only once and it will not be possible to redo the assignment after you have submitted your assignment. That said, I’d be very happy to meet with you to discuss your assignments before the assignment is due.

Academic Dishonesty

A student whose actions are deemed by the University to be out of sympathy with the ideals, objectives or the spirit of good conduct as fostered by the University and Swiss community, may be placed on Disciplinary Probation or become subject to dismissal from the University. Cheating is a dishonest action out of sympathy with the ideals, objectives and spirit of the University. Furthermore, cheating reflects negatively on one’s personal integrity and is unjust to those students who have studied.

Behaviors such as copying the work of others, using third-party services, or any other circumvention of doing your own work are also considered dishonest and not acceptable in this class or at this institution.

- For papers and presentations, copying text without the use of quotations or paraphrasing the ideas of others without proper citations are both examples of plagiarism and thus unacceptable.
- **To obtain some assistance with writing papers, please use our campus WLC. If you would like to work with a person other than the WLC staffs, please come talk to me in advance.**
- For testing situations, this includes the use of notes, cell phones, talking to others, or copying off of the exam of others.

The first case of academic dishonesty will result in an automatic grade of a zero on the assignment and a report to the Dean. The second case will result in expulsion from the university.

See the Academic Catalog for full statement (page 199):

https://www.fus.edu/images/pdf/FUS_ACADEMIC_CATALOG_2018_2020_web.pdf

COM 370 Schedule (as of 23/01/2018)

Date	Topics & Readings	Assignments
1/22 (I)	Welcome and introduction to the course review key concepts of media studies Introduction of research methods: <ul style="list-style-type: none">- Media Sociology and Anthropology- Brand Communication/Semiotic- Case Studies Ten main contemporary trends of digital innovation	

1/29 (I)	<p>The evolution of the brand system as a dynamic interactions between communication, technology and organization (from the Industrial Age to the 4.0 Revolution)</p> <ul style="list-style-type: none"> - M. Roche, Mega Events Modernity (Universal Exhibitions) - J. Meikle, Twentieth Century Limited: Industrial Design In America 1925-1939 - D. Hebdige, Hiding in the light 	
2/5 (I)	<p>The evolution of the brand system as a dynamic interactions between communication, technology and organization (from the Industrial Age to the 4.0 Revolution)</p> <ul style="list-style-type: none"> - J. Kapferer, A. Azoulay, Do brand personality scales really measure brand personality? - C. Scolari, Online brands: Branding, possible worlds, and interactive grammars - Burghardt Tenderich, Design Elements of Transmedia Storytelling 	
2/12 (I)	<p>Selfbranding and the logic of influencers</p> <ul style="list-style-type: none"> - N. Barile, Branding, selfbranding, making - D. Brown, S. Fiorella, Influence Marketing, How to Create, Manage, and Measure Brand Influencers in Social Media Marketing. 	
2/19 (I)	<p>Wearable technologies: an example of integration between physical and virtual</p> <p>Barile, N., & Sugiyama, S. Wearing Data: From McLuhan's "Extended Skin" to the Integration Between Wearable Technologies and a New Algorithmic Sensibility</p>	
2/26 (I)	<p>The map is the territory? Geolocalization, Augmented Reality, Embedded Storytelling, Gamification</p> <ul style="list-style-type: none"> - N. Barile, Ontobranding 	Wearable Technologies paper due
3/5 (I)	Midterm Exam	
<i>3/12 – 3/23 Academic Travel</i>		
3/26	<p>From Multi-channel to the Omnichannel strategies and the total integration of consumers</p> <ul style="list-style-type: none"> - P. C. Verhoef, P. K. Kannan, J. J. Inman, From Multi-Channel Retailing to Omni-Channel Retailing - Reengineering Retail: The Future of Selling in a Post-Digital World Hardcover (Chapter 18) by Doug Stephens - 	
4/2 (I)	<p>Arduino and the makers movement: a new type of artisan is rising</p> <ul style="list-style-type: none"> - G. Gauntlett, Making is connecting - Arduino technology made in 	

	Italy: http://digicult.it/digimag/issue-037/arduino-technology-made-in-italy/	
4/9 (T)	<p>Digital innovation, consumption and fashion: AI, wearable technologies and creativity</p> <ul style="list-style-type: none"> - N. Barile, Fashion, social polarization and automation of creativity - N. Barile, & S. Sugiyama, The automation of taste: A theoretical exploration of mobile ICTs and social robots in the context of music consumption 	
4/16 (T)	<p>Artificial intelligence and IOT in the Fourth Industrial Revolution</p> <ul style="list-style-type: none"> - L. Floridi, The 4th Revolution. How infosphere is reshaping human reality - R. W. Picard, Affective Computing 	
4/23 (T)	<p>Between design and communication: emotional Robots and Chatbots</p> <ul style="list-style-type: none"> - S. Turkle, Alone together - Anitha Rao Gadiyar ,The Chatbot Imperative Intelligence, Pesonalization and Utilitarian Design 	
5/30 (T)	Conclusions, Review of readings	Brand com and AI group paper due
5/14 (T) 13:30 – 15:30 Final Exam (LAC 5)		