

## **Introduction to Digital Culture module**

Hi, I'm Professor Nicola Dibben and I teach and research in music with particular expertise in popular music, digital culture, and cognition.

The module 'Introduction to Digital Culture' is a core module on the Masters degree in Digital Culture and Communication.

'Digital culture' refers to culture shaped by the emergence and use of digital technologies, their practices and artefacts.

The word 'culture' is a complex one which we take a look at in this module. Here I'm using it to mean the human behaviours (so 'the things we do', customs and ideas), and the 'things we make', both past and present, that are associated with digital technologies.

This includes what we can think of as cultural data products, such as digitized cultural heritage, and the many types of digital artefacts such as apps, databases, information services, virtual environments, digital art, exhibitions, and—my own specialism—music and performing arts.

One crucial benefit of this module is that it will help clarify central constructs and help you confidently survey and understand digital culture.

This module is where we analyse the theory and history of the interaction between culture and information and communication technology. You will learn about the characteristics of digital culture, how it is created and consumed, and its relationship to networked computing, personalised technologies, digital images and sound.

This is important because it will enable you to understand the human impacts and uses of digital technologies, including its consequences and opportunities for creation and consumption of cultural products, its ethical problems and critical debates. This is what's going to enable you to critically contextualise your own and others' digital practice, and anticipate future developments, so vital to knowledge-based careers in the cultural sector.