КАЗАХСКИЙ НАЦИОНАЛЬНЫЙ УНИВЕРСИТЕТ ИМ. АЛЬ-ФАРАБИ

**Факультет журналистики**

**Кафедра печати и электронных СМИ**

|  |  |
| --- | --- |
| **Согласовано**На заседанииФакультета журналистикиПротокол №\_\_\_ от «\_\_» \_\_\_\_\_\_\_ 2013 г.Декан\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | УтвержденоНа заседании Научно-методическогоСовета университетаПротокол №\_\_\_ от «\_\_» \_\_\_\_\_\_\_ 2013 гПервый проректор\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

УЧЕБНО-МЕТОДИЧЕСКИЙ КОМПЛЕКС ДИСЦИПЛИНЫ

NEW MEDIA

Специальность 5В050400 – ЖУРНАЛИСТИКА

Форма обучения дневная

**Алматы 2013 г**

**READINGS**

**Essential books**

The following are book-length works that speak to core issues touched on in this syllabus. Many are recent works that take the latest digital dynamics into account.

1. C.W. Anderson, Rebuilding the News. Temple University Press, 2013.
2. Bruce Bimber, Andrew Flanagin, Cynthia Stohl, Collective Action in Organizations: Interaction and Engagement in an Era of Technological Change. Cambridge University Press, 2012.
3. Sacha Issenberg, The Victory Lab: The Secret Science of Winning Campaigns. Crown, 2012.
4. Dave Karpf, The MoveOn Effect: The Unexpected Transformation of American Political Advocacy. Oxford University Press, 2012.
5. Daniel Kreiss, Taking Our Country Back: The Crafting of Networked Politics from Howard Dean to Barack Obama. Oxford University Press, 2012.
6. Rebecca MacKinnon. Consent of the Networked: The Worldwide Struggle for Internet Freedom. Basic Books, 2012.
7. Robert McChesney, Rich Media, Poor Democracy: Communication Politics in Dubious Times. The New Press, 2000.
8. Nicco Mele. The End of Big: How the Internet Makes David the New Goliath. St. Martin’s Press, 2013.
9. Evgeny Morozov, To Save Everything, Click Here: The Folly of Technological Solutionism. PublicAffairs, 2013.
10. John Palfrey and Urs Gasser, Born Digital: Understanding the First Generation of Digital Natives. Basic Books, 2008.
11. Eli Pariser, The Filter Bubble: How the New Personalized Web Is Changing What We Read and How We Think. Penguin Books, 2012.
12. Clay Shirky, Here Comes Everybody: The Power of Organization Without Organizations. Penguin Press, 2008.
13. Sherry Turkle, Alone Together: Why We Expect More from Technology and Less from Each Other. Basic Books, 2012.
14. Jonathan Zittrain, The Future of the Internet and How to Stop It. Yale University Press, 2009.

**Supplemental reading list**

1. M. Castells, Networks of Outrage and Hope: Social Movements in the Internet Age. Polity, 2012.
2. Andrew Chadwick, The Hybrid Media System. Oxford University Press, 2013.
3. Lynn. S. Clark, The Parent App: Understanding Families in the Digital Age. Oxford University Press, 2012.
4. Susan P. Crawford, Captive Audience: The Telecom Industry and Monopoly Power in the New Gilded Age. Yale University Press, 2013.
5. Kenneth Cukier, Viktor Mayer-Schonberger, Big Data: A Revolution That Will Transform How We Live, Work and Think. John Murray, 2013.
6. Laura deNardis, Protocol Politics: The Globalization of Internet Governance. Cambridge University Press, 2009.
7. Jennifer Earl, Katrina Kimport, Digitally Enabled Social Change: Activist in the Internet Age. MIT Press, 2011.
8. Lisa Gitelman, Raw Data Is an Oxymoron. MIT Press, 2013.
9. James Gleick, The Information: A History, a Theory, a Flood. Fourth Estate, 2011.
10. Jack Goldsmith, Tim Wu, Who Controls the Internet? Illusions of a Borderless World. Oxford University Press, 2008.
11. Lawrence Lessig, Remix: Making Art and Commerce Thrive in the Hybrid Economy. Penguin Press, 2008.
12. MacKinnon, Rebecca. 2012. Consent of the Networked: The Worldwide Struggle for Internet Freedom. New York: Basic Books.
13. Robert McChesney, Digital Disconnect: How Capitalism is Turning the Internet Against Democracy. New Press.
14. Gavin Newsom, Lisa Dickey, Citizenville: How to Take the Town Square Digital and Reinvent Government. Penguin Press, 2013.
15. Lee Rainie, Barry Wellman, Networked: The New Social Operating System. MIT Press, 2012.
16. Siva Vaidhyanathan, The Googlization of Everything (and Why We Should Worry). University of California Press, 2012.

**Exam questions on «New Media»**

1. Formation of media on the Internet.
2. Theoretical foundations of information and communication technologies in journalist activities.
3. Basics of search, collection and work with information in different formats;
4. Internet hardware and software functioning.
5. Internet-technologies and their application in all spheres of human life, including education and leisure.
6. New media. History. What is New Media? Globalization and new media.
7. New Media as a tool for social change. National security.
8. Interactivity and new media. Multimedia.
9. Multimedia news portals in Kazakhstan.
10. Foreign multimedia news portals.
11. Multimedia infotainment portals in Kazakhstan.
12. Foreign media infotainment portals.
13. The phenomenon of the blogosphere. Blogs and traditional media.
14. Computer networks. Internet. Computer security: basic concepts of local and global networks.
15. Network Services, an overview of the Internet, the connection to the Internet service provider; protocols TCP / IP; addressing Internet.
16. Concept of computer security and computer viruses and methods of protection against them; protection of information in the Internet, the concept of asymmetric encryption information, the principle of adequacy of protection, the concept of an electronic signature, the concept of electronic certificates.
17. Basic concepts of Word Wide Web: general concepts of browsers, access to the file archives.
18. Work in the browser: opening and view in web-pages; management techniques browser, work with multiple windows, setting the properties browser. Search information in World Wide Web.
19. Communication on the Internet: netiquette; service ICQ, Skype, MSN; overview of IRC; conversational servers’ www-interface.\
20. Publish Web-documents: the registration document on www-server, sending files to the server, transfer files using ftp-client, site registration on search engines