

Social and Cultural Studies

Course: Digital Affect Cultures

This new class will explore the processes of mutual shaping of media and social life and discuss how new media technologies influence and infiltrate social practices and cultural life. We will extend this discussion of media's role in transforming the everyday by including in the discussion the mediatization of emotion and look at what is understood as digital affect culture(s) (Döveling et al. 2018).

These are conceptualized as 1) relational, 2) contextual, 3) globally emergent spaces in the digital environment where affective flows construct atmospheres of emotional and cultural belonging by way of emotional resonance and alignment.

Approaching emotion not only from an individual perspective, but also as a cultural practice, we discuss how digital affect culture(s) cross the digital terrains and construct pockets of culture-specific communities of affective practice.

We draw on existing empirical research and current examples to empirically illustrate how digital affect cultures manifests on micro, mezzo, and macro levels and elaborate on the constitutive characteristics. We conclude with implications of this conceptualization for the understanding of our everyday life as intermixed with technologies.

Format: f2f in Darmstadt from April to July 2022

Language: English

Application / Contact: please find more information on our website <https://suk.h-da.de/studium/organisatorisches/> and contact beratungsdesk.fbgw@h-da.de in case of further questions