



Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im WiSe 2025/2026

Description of seminars

Veranstalter*in:

Lecturer: Dr. Rebecca Scharlach

Titel (dt.):

Titel (engl.): Tech Cultures: Innovation, Ideology, and Influence

Beschreibung:

Description:

This course introduces students to the cultural narratives, belief systems, and world-building practices that shape current tech cultures. Focusing on Silicon Valley as both a geographic site and a symbolic center of innovation, disruption, and power, we will examine how big tech companies imagine the future, and engineer the present. Topics include the Californian Ideology, cyberlibertarianism, Silicon values, techno-optimism, techno-solutionism, and innovation cultures. Through case studies and critical frameworks, students will explore how these ideologies shape not only technologies and platforms but also broader socio-political dynamics (e.g. AI development; the far right).

Note: To encourage diverse discussions and ensure engagement with relevant literature, this class will be conducted in English, aligning with the international nature of the field. Your English does not need to be perfect; practice makes perfect. Students can write their term papers in English and German.

Literatur:

Literature:

van Dijck, J., Nieborg, D., & Poell, T. (2019). Reframing platform power. *Internet Policy Review*.
Gillespie, T. (2010). The politics of 'platforms'. *New Media & Society*, 12(3), 347-364.
Gillespie, T. (2024). Generative AI and the politics of visibility. *Big Data & Society*, 11(2).