

The Digital Shift: How Computing Remade Media

The music we stream, the photos we swipe through, the real time news we consume, the books we read or listen to – all have been radically reshaped by digital technology. This course will explore how media is created, stored, and experienced in a digitized world. We will unpack fundamentals like text files, encoding and decoding, pixels, and algorithms in clear, easy-to-understand ways – no prior computer knowledge needed. Each session will focus on a different medium, comparing its analog origins with its contemporary digital version. We will also consider the impact of Generative AI and speculate on future trends. Topics will include text (books, e-books, news portals), images (photography and movies), music, video games, social media, and media ownership (physical media, streaming, and copyrights).



[The Digital Shift promo video](#)

YOUR INSTRUCTOR: Rafael Davis Portela



Rafael Davis Portela is a PhD candidate in Latin American History at the Graduate Center, CUNY. His research examines the history of computing and technology, especially how they shaped and were shaped by economy. His dissertation traces Microsoft's expansion in Brazil, the rise of the Brazilian computing industry, and resulting tensions between the US and Brazilian governments. Beyond history, Portela is passionate about programming and digital tools and has taught university researchers how to use computing in their own work.

TUESDAYS, JULY 7 THROUGH AUGUST 11

8am PT | 9am MT | 10am CT | 11am ET

Each live session is 90 minutes

- Tuesday, July 7
- Tuesday, July 14
- Tuesday, July 21
- Tuesday, July 28
- Tuesday, August 4
- Tuesday, August 11

To register, please contact your local Osher Institute.