

Introduction to the Study of Emerging Media and Communications

EMAC 6300

David Parry

Spring 2011

M 7:00-9:45 CB 3.1306

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Office Number: 1.502

Office Hours: M,Th 5:00-6:00

& by appointment

Course Description:

This class is a broad overview of the theories which have come to influence how we understand the relation of media and culture. In order to understand how “emerging media” or “digital media” are shaping and reshaping our culture it is important to first have a grounding in a range of traditional approaches for theorizing the effects of media. Thus this class is divided between considering some of the canonical texts in this field (Plato, Marx, Foucault, etc.) and works which refigure these approaches based on the rise of digital media (Bolter & Grusin, Shirky, etc.).

Required Texts:

(all texts are available at Off-Campus Books)

-*Laws of Media: The New Science* by Marshall McLuhan ISBN 0802077153

-*Remediation: Understanding New Media* by Jay David Bolter and Richard Grusin
0262522799

-*Connected: The Surprising Power of Our Social Networks and How They Shape our Lives*
by Nicholas Christakis and James Fowler ISBN 0316036137

-*The Exploit: A Theory of Networks* by Alexander Galloway and Eugene Thacker ISBN
0816650446

-*Here Comes Everybody: The Power of Organizing Without Organizations* by Clay Shirky
ISBN 0143114948

-*Code 2.0* by Lawrence Lessig ISBN 0465039146

-*Information Feudalism* by Peter Drahos and John Braithwaite ISBN 1595581227

-*The Future of the Internet and How to Stop It* by Jonathan Zittrain ISBN 0300151241

-*The Printing Press in Early Modern Europe* by Elizabeth Eisenstein ISBN 0521607744

There will be several readings available online or via eReserve, which you will need to print out and bring to class.

Course Requirements:

Attendance and Participation (25%): The primary requirement for this course is class participation. To do well in this course you will need to come to class having done the reading for the week prepared to discuss the text at hand. I realize that the reading load for this class is heavy at times, however, we are going to be covering some complex and complicated issues and in order for the class discussion to proceed and for everyone to benefit the most from our time in class it is necessary for every student to have a shared basis from which class discussions can proceed.

Thus for every class it is your responsibility to come to class not only having done the reading, but to have spent time considering the issues that each text raises, ready to engage in a lively discussion about the questions at hand. Missing more than one class can lead to a lower grade. In addition to attendance and participation the following are required for this class.

Blogging (35%): Outside of coming to class and being prepared to discuss the material each student will be required to have his or her own blog dedicated to discussing the material we cover in class, reflecting on the readings, and engaging the larger issues these emerging technologies raise. I will cover the details of this assignment on the first day of class, but in general you will need to write 800-1000 words each week for your blog.

Final Paper (40%): Each student will be responsible for writing a 8-10 page final paper. Your paper should look at one particular contemporary “media object/event,” and utilize the readings from class to analyze, critique, and develop a more nuanced understanding of said objects place in the media landscape. The choice of object/event is up to you. This will be discussed more during the second half of the class. Proposals are due April 11th. Papers are due Friday, May 6th.

Course Website:

The course website for this class can we found at <<http://www.outsidethetext.com/arche>>. You should get in the habit of checking this regularly as I will post suggestions and thoughts about the readings here, as well as links to other things that might interest the class. The syllabus can be found here as well, and any changes to the syllabus will be posted here. If you forget the web address you can always find it from <<http://www.outsidethetext.com>>, an easier url to remember.

How to Reach Me:

The best way to reach me is by email <dparry@utdallas.edu> or you can find me online at <<http://www.outsidethetext.com>>. I check email frequently throughout the day. If you email me and do not receive a response within 48 hours (usually I will get back to you within a day), please feel free to email me again (I might not have received your first one) and give me a reminder. I promise not to consider this harassing.

My office hours are Monday and Thursday 5:00-6:00 (or by appointment—I am frequently on campus outside of these hours). My office is ATEC 1.502.

Schedule of Readings

- **Media and Representation**

- **Week One**

- Introduction to Emerging Media

- **Week Two**

- Plato, *Phaedrus*

http://oll.libertyfund.org/index.php?option=com_staticxt&staticfile=show.php&title=111

- Walter Ong, *Orality and Literacy* (selections)
- Linda Stone, "May I Have Your Attention, Please? Linda Stone – SIME 09"

<http://vimeo.com/7551900>

- **Week Three**

- Marshall McLuhan, *Laws of Media*

- **Week Four**

- Jay David Bolter & Richard Grusin, *Remediation*

- **Media and Technology**

- **Week Five**

- Elizabeth Eisenstein, *The Printing Revolution in Early Modern Europe*.

- **Week Six**

- Walter Benjamin, "The Work of Art in the Age of Mechanical Reproduction."
- Bill Nichols, "The Work of Culture in the Age of Cybernetic Reproduction."

- **Week Seven**

- Martin Heidegger, "The Question Concerning Technology."

- **Media and the Public**

- **Week Eight**

- Michel Foucault
- Karl Marx

- **Week Nine**

- Jurgen Habermas
- Pieter Boeder, "Habermas Heritage: the future of the Public Sphere in the Networked Society"
- Mark Poster, "Cyberdemocracy."

- **Media and the Network**

- **Week Ten**

- Manuel Castells, "Why Networks Matter."
- *Connected: The Surprising Power of Our Social Networks and How They Shape our Lives*
Nicholas Christakis and James Fowler

- **Week Eleven**

- *The Exploit: A Theory of Networks*. Alexander Galloway and Eugene Thacker

- **Media-The Current State**

- **Week Twelve**

Schedule of Readings

- Clay Shirky, *Here Comes Everybody*
- Jaron Lanier, "Digital Maoism: The Hazards of the New Online Collectivism"
- **Week Thirteen**
 - *Code 2.0*. Lawrence Lessig
- **Week Fourteen**
 - Peter Drahos and John Braithwaite *Information Feudalism: Who Owns the Knowledge Economy?*
- **Week Fifteen**
 - Jonathan Zittrain, *The Future of the Internet and How to Stop It*