

INTRODUCTION TO NEW MEDIA

MON/WED 11:30-12:45

COMM 2500
FALL 2015

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OFFICE HOURS
MON & WED 1:00-2:00
(other times by appointment)

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<http://facebook.com/fordhamcms>
<http://twitter.com/fordhamcms>

COURSE DESCRIPTION

This course offers a comprehensive overview of the possibilities of communication in a digital world. Through a series of readings, lectures and assignments, students study the rhetoric, theory, and practice of new media, address issues of media control and convergence, and begin to explore the cognitive and cultural implications of living in a digital age. 'Newness' is approached as both a social context and an embodied experience—rather than an ahistorical technical classification—in order to consider the historical geography of new media. Class discussions and projects are designed to encourage students to connect their lived experiences with relevant research, social theory, and current events.

LEARNING OUTCOMES: Students will have the opportunity to:

- Demonstrate critical thinking, writing, and speaking skills in course requirements.
- Develop an appreciation for, and demonstrate understanding through, oral and written discussion of key concepts and current issues relevant to new and participatory media.
- Understand contemporary debates over changes in identity, education, work and play associated with the emergence of new media.
- Develop and demonstrate competency in analyzing socioeconomic issues associated with the internet and mobile communication technologies.

ASSIGNMENTS & EVALUATION

PARTICIPATION ■ 20% of final grade ■ An assessment of each student's class participation will be made based upon their contributions to in-class and online discussions. Participation is not based on mastery of course content but rather meaningful and consistent engagement in class discussions.

READING SUMMARIES ■ 30% of final grade ■ Students will be expected to complete three reading summaries of 500-700 words each. Each summary should distill the key concepts and theories of its designated set of course readings (see course schedule for due dates). More detailed directions for each summary will be discussed in class and posted to the course site.

ENVIRONMENTAL AUTOBIOGRAPHY ■ 10% of final grade ■ Each student will be expected to compose a biography of their own digital media environment. These autobiographies should be 700 words in length and use a personal narrative to discuss how digital media in their everyday life has shaped how they understand and experience both time and place. The written statement will be accompanied by a 5min multimedia presentation that will be delivered in class. More detailed directions for this project will be discussed in class and posted to the course site.

MIDTERM EXAM ■ 20% of final grade ■ There will be a midterm exam covering the assigned readings, discussions, and lectures. The exam will consist of multiple-choice, short and long essay questions.

FINAL EXAM ■ 20% of final grade ■ There will be a final exam covering the assigned readings, discussions, and lectures. The exam will include a combination of multiple-choice, short and long essay questions.

POLICIES & PROCEDURES

STUDENT RESPONSIBILITIES ■

Students are responsible for attending class on time, actively participating in class discussions, submitting assignments on time, and reading all course materials by their assigned date. Schedule time to meet with me during office hours if you experience difficulty with readings and/or assignments that can not be adequately addressed during class time. Students are also expected to regularly check their fordham.edu email accounts and the course blackboard site.

ATTENDANCE ■

Attendance will be taken at the beginning of each class. If you come in after attendance is taken you will be marked tardy, and two tardies equal an absence. Students are permitted no more than four absences as semester. Students who exceed four absences, will have their final grades reduced for each additional absence. Exceptions can be made but only on a case by case basis.

LATE ASSIGNMENTS ■

Assignments may be submitted late but they will be reduced by a letter grade for each day they are late.

GRADING RUBRIC ■

A	100-96	4	Outstanding		C	75-70	2	Satisfactory
A-	95-90	3.7	Excellent		C-	69-67	1.7	Less than Satisfactory
B+	89-87	3.3	Very Good		D+	66-63	1.3	Poor but Passing
B	86-84	3	Good		D	62-60	1	Minimum for Credit
B-	83-80	2.7	Above Average		F	59-0	0	Failure
C+	79-76	2.3	Average					

ACADEMIC INTEGRITY ■

A University, by its nature, strives to foster and recognize originality of thought. Originality can only be recognized, however, when people acknowledge the sources of ideas or works that are not their own. Therefore, students must maintain the highest standards with regards to honesty, effort and performance. As a Jesuit, Catholic University, Fordham is committed to ensuring that all members of the academic community strive not only for excellence in scholarship but also for integrity of character. In the pursuit of knowledge and personal development, it is imperative that students present their own ideas and insights for evaluation, critique and eventual reformulation. As part of this process, each student must acknowledge the intellectual contribution of others. Violations of academic integrity include, but are not limited to, plagiarism, cheating on exams, falsification, unapproved collaboration, and destruction of library materials. For further details, consult the [Standards of Academic Integrity](#) on the University website.

STUDENTS WITH DISABILITIES ■

As a University, Fordham will offer reasonable and appropriate auxiliary aids and services to assist otherwise qualified persons in achieving access to its programs, services, and facilities once students meet with ODS for an initial intake meeting to develop an accommodation plan directly with the student in accordance with Section 504 of the Federal Rehabilitation Act of 1973 and Title III of the Americans with Disabilities Act of 1990. Students who are seeking accommodation(s) for a disability should contact Jessica Hawkins, Assistant Director of Disability Services. disabilityservices@fordham.edu (212) 636-6282.

COURSE SCHEDULE

■ FIRST CLASS / WEDNESDAY, SEP 2 ■

■ WEEK 1 ■ CONCEPTUALIZING NEW MEDIA

(MONDAY, SEP 7 — NO CLASS)

WEDNESDAY, SEP 9

1. Edison, Thomas A. 1878. "The Phonograph and Its Future." *The North American Review* 126, no. 262: 527–36.
2. Manovich, Lev. 2001. "What is New Media?" In The Language of New Media. MIT press. 18-26.

■ WEEK 2 ■

MONDAY, SEP 14

1. McLuhan, Marshall, and Lewis H. Lapham. 1994. "The Medium is the Message." In Understanding Media: The Extensions of Man, 7-23. The MIT Press.

WEDNESDAY, SEP 16

1. Castells, Manuel. 1997. "An Introduction to the Information Age." *City* 2, no. 7: 6–16.
2. Tufekci, Zeynep. 2012. "Is the Internet Good or Bad? Yes." *Medium*, February 2012. <https://medium.com/matter-archive/is-the-internet-good-or-bad-yes-76d9913c6011>.

■ WEEK 3 ■ TIME, SPACE, AND THE NEW INTERFACE

MONDAY, SEP 21

1. Greenbaum, Joan M. 2004. "The Late 1990s: Enter the Internet." In Windows on the Workplace: Technology, Jobs, and the Organization of Office Work, Second Edition, 95–109. Monthly Review Press.
2. Sassen, Saskia. 2004. "Agglomeration in the Digital Era?" In *The Cybercities Reader*, 195–98. Routledge.

❖ DUE: First Reading Summary

WEDNESDAY, SEP 23

1. Harvey, David. 1990. "Time and Space in the Postmodern Cinema." In The Condition of Postmodernity: An Enquiry into the Origins of Cultural Change, 308–23. Blackwell Publishing.

■ WEEK 4 ■

MONDAY, SEP 28

1. Meyrowitz, Joshua. 1985. "Media, Situations, Behavior." In No Sense of Place: The Impact of Electronic Media on Social Behavior. New York: Oxford University Press.

WEDNESDAY, SEP 30

1. Marwick, Alice, and danah boyd. 2014. "Networked privacy: How teenagers negotiate context in social media." *New Media & Society* 16(7): 1051-1067.

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■ WEEK 5 ■ GLOBAL INFRASTRUCTURES

MONDAY, OCT 5

1. Mueller, Milton. 2002. "The New Regime." In Ruling the Root: Internet Governance and the Taming of Cyberspace, 185-210. Cambridge, Mass.: MIT Press.

WEDNESDAY, OCT 7 - MIDTERM REVIEW

1. Castells, Manuel, Mireia Fernández-Ardèvol, Jack Linchuan Qiu, and Araba Sey. 2009. "Wireless Communication and Global Development: New Issues, New Strategies." In Mobile Communication and Society, 171-178. MIT Press.

■ WEEK 6 ■ MIDTERM EXAM

(MONDAY, OCT 12 — NO CLASS)

WEDNESDAY, OCT 14 - MIDTERM

■ WEEK 7 ■

MONDAY, OCT 19

- ❖ DUE: Environmental Autobiographies (in-class presentation)

WEDNESDAY, OCT 21

1. Van Schewick, Barbara. 2010. "Public and Private Interests in Network Architectures." In Internet Architecture and Innovation, 355-376. Cambridge, MA: The MIT Press.
- ❖ DUE: Second Reading Summary

■ WEEK 8 ■ THE INFORMATIONAL AND THE INTIMATE

MONDAY, OCT 26

1. Haraway, Donna. 1985. "The Cyborg Manifesto and Fractured Identities." Socialist Review 80: 65-108.

WEDNESDAY, OCT 28

1. Stone, Allucquere Rosanne. 1991. "Will the Real Body Please Stand Up?" In Cyberspace: First Steps, 81-118. MIT Press. http://sodacity.net/system/files/Sandy_Stone_Will_the_Real_Body_Please_Stand_Up.pdf.
- ❖ DUE: Environmental Autobiographies (written portion)

■ WEEK 9 ■

MONDAY, NOV 2

1. Gilliom, John, and Torin Monahan. 2013. "My Cell, My Self." In SuperVision: An Introduction to the Surveillance Society. University Of Chicago Press.

WEDNESDAY, NOV 4

1. Schuurman, Nadine. 2012. "Databases and Bodies: A Cyborg Update." Environment and Planning A 36, no. 8: 1337-40.

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■ WEEK 10 ■ THE SOCIAL MATERIAL PRODUCTION OF NEW MEDIA

MONDAY, NOV 9

1. Indergaard, Michael. 2004. "Making and Selling a New Media District." In Silicon Alley: The Rise and Fall of a New Media District, 23-50. New York: Routledge.

WEDNESDAY, NOV 11

1. Starosielski, Nicole. 2015. "Introduction: Against Flow" in The Undersea Network. Duke University. 1-26.

■ WEEK 11 ■

MONDAY, NOV 16

1. Nakamura, Lisa. 2009. "Don't Hate the Player, Hate the Game: The Racialization of Labor in World of Warcraft." Critical Studies in Media Communication 26, no. 2: 128-44.

WEDNESDAY, NOV 18

1. Balsamo, Anne. 2011. "Gendering the Technological Imagination" in Designing Culture: The Technological Imagination at Work. Duke University Press.

■ WEEK 12 ■ LEARNING NEW MEDIA

MONDAY, NOV 23

1. Fitzpatrick, Kathleen. 2011. "The University." In Planned Obsolescence: Publishing, Technology, and the Future of the Academy, 155-87. NYU Press.

(WEDNESDAY, NOV 25 - NO CLASS)

■ WEEK 13 ■

MONDAY, NOV 30

1. Donovan, Gregory T., and Cindi Katz. 2009. "Cookie Monsters: Seeing Young People's Hacking as Creative Practice." Children, Youth and Environments 19, no. 1: 197-222.

WEDNESDAY, DEC 2

1. Ito, M., H. Horst, M. Bittanti, d. boyd, B. Herr-Stephenson, P.G. Lange, CJ Pascoe, and L. Robinson. 2008. "Executive Summary" and "Genres of Participation with New Media." in Living and Learning with New Media: Summary of Findings from the Digital Youth Project. The John D. and Catherine T. MacArthur Foundation Reports on Digital Media and Learning: 1-3, 13-34. <http://digitalyouth.ischool.berkeley.edu/files/report/digitalyouth-WhitePaper.pdf>.

■ WEEK 14 ■ FINAL WEEK

MONDAY, DEC 7

- ❖ DUE: Third Reading Summary

WEDNESDAY, DEC 9

- ❖ Final review in-class

■ FINAL EXAM / MONDAY, DEC 21 @ 9:30AM ■