**J610**

**Winter 2013**

**History & Theory of New Media**

**Th: 12-2.50 p.m.**

**137 Allen**

Professor Bish Sen

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Office hours: MW  2.30-3.30 p.m. and

By appointment

**Course Description**

The emergence of new modes of communication and interconnectivity brought about by the digital revolution have radically changed our notions of self, identity and society. This course will introduce students to the history of the new media as well as to the key theoretical issues that have emerged in its wake. We will begin by considering the relationship between technology and communication and by tracing the processes that have led to the creation of a new media order. We will then investigate some crucial topics and issues that have risen in the wake of these developments: information theory , code and law, digital capitalism, network theory, and digital politics. In conclusion, we will examine how the concepts, protocols and practices associated with the new media force us to refigure traditional modes of social and cultural theory.

**Course Requirements**

The course has three sets of assignments:

<u>Responses</u>

Each week (**Week 1-8**) students will respond to a designated article (or articles). Responses will be approximately one page long and should be posted on Blackboard by noon the day the class meets. Please bring a hard copy of your response to class to hand over to the instructor for grading.

<u>Seminar</u>

During Weeks 9-10 students will participate in a group seminar (two seminar sessions per week) that will present and analyze one specific issue in new media studies. Each student is expected to make a 15 minute presentation and then participate in discussion with fellow seminar members as well as answering questions from the audience. You are also required to submit a short report (3-4 pages) that summarize your arguments. The report is  to be handed in on the day of your presentation. Your grade for this assignment will be based on both the class presentation as well as your written report.

<u>Finals</u>

Students will write a short take-home essay (6-8 pages) in response to one of several questions provided by the instructor. The form of your answer should approximate to that employed in doctoral comprehensive examinations. The questions will be handed out Monday, March 11 and the assignment is due by 5 p.m. on Monday, March 18.

**Note: All assignments will be discussed in much greater detail in class and on Blackboard.**

**Grade Distribution**

Responses: 30%

Seminar: 40%

Finals: 30%

**Readings**

All readings for the course will be available as PDF files on Blackboard. Files will be posted under Readings and will be organized in folders that correspond to a particular week. (Ex: Readings for Week 3 will be placed in a folder named Week 3).

**Note: A list of all the readings (by week)  will be posted on Blackboard**

## Course Schedule

**Note: This schedule is subject to change**

**WEEK 1 (1/10)**      **The Question of Technology**

Topics: The philosophy of technology, the impact of new technology, technology and culture.

**WEEK 2 (1/17)**      **Guest Lecture**

Students will attend a public lecture delivered by Professor Wendy Chun, Department of Modern Culture and Media, Brown University.

Venue: Fir Room, EMU. Time: noon – 2.00 p.m.

**WEEK 3 (1/24)**      **Information**

Topics: The rise of information society, the mathematical theory of communication, informational machines, the politics of information.

**WEEK 4 (1/31)**      **Code and Law**

Topics: Code in cyberspace, the architecture of code, digital privacy, freedom and copyright, code as law.

**WEEK 5 (2/7)**      **Digital Capitalism**

Topics: Ownership and control in cyberspace, corporatization of cyberspace, open-source movement, freeware, new media and new capitalism.

**WEEK 6 (2/14)          Networks**

Topics: The Internet, small worlds theory, networks and public discourse, collective intelligence, socio-technical systems.

**WEEK 7 (2/21)          Digital Politics**

Topics: Race and gender in cyberspace, the digital divide, network neutrality, internet censorship, outsourcing the global economy, emerging software nations.

**WEEK 8 (2/28)          Digital Philosophy**

Topics: Deleuze and assemblage theory, Kittler and discourse networks, Latour and actor-network theory, object-oriented ontology.

**WEEK 9 (3/7)          Seminars 1 & 2**

**WEEK 10 (3/14)       Seminars 3 & 4**

**FINAL Assignment  due Monday, March 18**

# LIST OF READINGS

## Week 1

Benjamin, Walter. "The Work of Art in the Age of Mechanical Reproduction," in *Mass Communication and Society*, James Curran, Michael Gurevitch and Janet Woollacott eds. (London: Edward Arnold, 1977), pp. 385-407.

Carey, James. "Technology and Ideology: The Case of the Telegraph," in James Carey, *Communication as Culture: Essays on Media and Society*, Revised Edition, New foreword by G. Stuart Adam. (New York and London: Routledge, 2008), pp. 155-177.

Ellul, Jacques. "On the Aims of a Philosophy of Technolgoy," and "The 'Autonomy' of the Technological Phenomenon," in Scharff and Dusek, pp. 182-186, 386-397.

Heidegger, Martin. "The Question Concerning Technology," in *The Question Concerning Technology and Other Essays*, trans. William Lovitt (New York: Harper & Row, 1977), pp. 3-35.

Ihde, Don. "Heidegger's Philosophy of Technology," in Scharff and Dusek, pp. 277-292.

Kracauer, Siegfried. "Travel and Dance" and "The Cult of Distraction" in *The Mass Ornament: Weimar Essays*, trans. Thomas Levin (Cambridge, Massachusetts: Harvard University Press, 1995), pp. 65-73 and pp. 323-327.

Latour, Bruno. "Do You Believe in Reality? News from the Trenches of the Science Wars," in Scharff and Dusek, pp. 126-137.

McLuhan, Marshall. "The Medium is the Message," in Marshall, McLuhan, *Understanding Media: The Extensions of Man* (New York: McGraw-Hill Book Company, 1964), pp. 7-21.

Pinch, Trevor and Wiebe E. Bijker. "The Social Construction of Facts and Artifacts," in Scharff and Dusek, pp. 221-232.

Scharff, Robert and Val Dusek, eds. *Philosophy of Technology: The Technological Condition.* (Hoboken, NJ: Wiley-Blackwell, 2003).

Simmel, Georg. "The Metropolis and Mental Life," in *The Sociology of Georg Simmel*, trans. Kurt H. Woolff (New York: The Free Press, 1950), pp. 409-424.

Winner, Langdon. "Social Constructivism: Opening the Black Box and Finding it Empty," in Scharff and Dusek, pp. 233-243.

## Week 2

Chun, Wendy Hui Kyong, "On Software, or the Persistence of Visual Knowledge," *Grey Room*, Vol. 18, Winter 2004, pp. 26-51.

"The Enduring Ephemeral, or the Future is a Memory," *Critical Inquiry*, Vol. 35, No. 1, Winter 2008, pp. 148-171.

"Introduction," "Interlude" and "Why Cyberspace," in Wendy Hui Kyong Chun, *Control and Freedom: Power and Paranoia in the Age of Fiber Optics*" (Cambridge, MA: The MIT Press, 2006), pp. 1-76.

"Crisis, Crisis, Crisis, or Sovereignty and Networks," *Theory, Culture & Society 2011*, Vo. 28(6), pp. 91-112.

## Week 3

Beniger, James R. "Technological and Economic Origins of the Information Society," in Erik P. Bucy ed. *Living in the Information Age*, second edition (Belmont, CA: Wadsworth, 2005), pp. 11-21.

Deleuze, Gilles, "Control Societies," in  Gilles Deleuze, *Negotiations 1972-1990*, trans. Martin Joughin, New York: Columbia University Press, 1995) pp. 177-182.

Galloway, Alexander R. "Introduction," "Physical Media," and "Form," in Alexander Galloway, *Protocol: how control exists after decentralization* (Cambridge, MA: MIT Press, 2004) pp. 3-78.

Guizzo, Eriko Marui, "The Essential Message: Claude Shannon and the Making of Information Theory," Master's Thesis, MIT, 2003.

Floridi, Luciano. "The Language of Information" and "Mathematical Information" in Luciano Floridi *Information: A Very Short Introduction* (Oxford: Oxford University Press, 2010), pp. 19-47.

Johnston, John. "Machinic Philosophy: Assemblages, Information, Chaotic Flow," in John Johnston, *The Allure of Machinic Life: Cybernetics, Artificial Life, and the New AI* (Cambridge, MA: MIT Press, 2010), pp. 105-162.

Nisan Noam and Shimon Schocken, "Boolean Logic," in Nisan and Schocken, *The Elements of Computing Systems* Cambridge, MA: MIT Press, 2010), pp. 7-13.

Terranova, Tiziana. "Three Propositions on Informational Cultures" in Terranova *Network Culture: Politics for the Information Age* (New York: Pluto Press, 2004), 6-38.

- "Communication beyond Meaning" *Social Text 80*, Vol. 22, No. 3, Fall 2004, pp. 51-73.


Weaver, Warren, "Recent Contributions to The Mathematical Theory of Communications," *waste.informatik.hu-berlin.de/Lehre/ss11/SE.../weaver.pdf*

**Week 4**

Barlow, John Perry. "The Economy of Ideas." https://projects.eff.org/~barlow/EconomyOfIdeas.html


Boyle, James. "Why Intellectual Property" "Thomas Jefferson Writes a Letter" "The Farmer's Tale: An Allegory" "A Creative Commons" from *The Pubic Domain: Enclosing the Commons of the Mind* (New Haven, CT: Yale University Press, 2008)


Cohen, Julie. "Examined Lives: Informational Privacy and the Subject as Object." *Stanford Law Review*, Vol. 52, No. 5, 2000: 1373-1438.


Ginsburg, Jane C. "Copyright and Control over new Technologies of Dissemination." *Columbia Law Review*, Vol 101, 2001: 1613-1647.

Lessig, Lawrence. *Code 2.0* (New York: Basic Books, 2006), pp. 31-153.

- *The Future of Ideas* (New York: Vintage Books, 2002), pp. 19-84.
- *Free Culture*. www.**free-culture**.cc/**freeculture**.pdf pp. 15-80

Litman, Jessica. "Information Privacy? Information Property." *Stanford Law Review*, Vol. 52, No. 5, May 2000, pp. 1283-1313.

- "War Stories." 20 *Cardozo Arts & Ent*. L.J. , 2002: 337-365.

Nimmer, David. "A Riff on Fair Use in the Digital Millennnium Copyright Act." *University of Pennsylvania Law Review*, Vol. 148, 1999-2000: 673-742.

Solove, Daniel J. "The Rise of the Digital Dossier" "The Problems of Information Privacy Law" "The Limits of Market Based Solutions" from *the digital person: technology and privacy in the information age* (New York: New York University Press, 2004).

**Week 5**

Boutang, Yann Moulier. *Cognitive Capitalism*. Trans. Ed Emery (Cambridge, UK: Polity, 2011) pp. 11-91.

Liu, Alan. *The Laws of COOL: Knowledge Work and the Culture of Information*. (Chicago: University of Chicago Press, 2004) pp. 81-173

Nuechterlein, Jonathan E. and Philip J. Weiser. *Digital Crossroads: American Telecommunications Policy in the Internet Age* (Cambridge, MA: MIT Press, 2007), pp. 1-30; 115-190.

Streeter, Tom. *The Net Effect: Romanticism, Capitalism and the Internet* (New York: NYU Press, 2010) pp. 46-92

Wilkie, Rob. *The Digital Condition: Class and Culture in the Information Network* (New York: Fordham University Press, 2011) pp. 9-121.

**Week 6**

Benkler, Yochai. *The Wealth of Networks: How Social Production Transforms Markets and Freedom* (New Haven: Yale University Press, 2006) pp. 212-272.

Barabasi, Albert-Laszio. "Introduction and Keynote to a Networked Self." In Zizi Papacharissi ed. *A Networked Self: Identity, Community and Culture on Social Network Sites* (New York: Routledge, 2010) pp. 1-14.

Clark, Andy. *Natural Born Cyborgs: Minds, Technologies, and the Future of Human Intelligence* (New York:Oxford University Press, 2003) pp. 143-166.

Newman, M.E.J. *Networks: An Introduction* (Oxford: Oxford University Press, 2010) pp. 1-33, 78-99.

Nierder, Sabine and Jose van Dijck. "Wisdom of the Crowd or technicity of content? Wikipedia as sociotechical content" *new media & society* 2010 12(8): 1368-1387

Rainie Lee and Barry Wellman. *Networked: The New Social Operating System* (Cambridge: The MIT Press, 2012) pp. 3-113.

Sunstein, Cass. *Infotopia: How Many Minds Produce Knowledge* (New York: Oxford University Press, 2006), pp. 21-43; 103-145.

Watts, Duncan. *Six Degrees: The Science of a Connected Age* (New York: W.W. Norton & Company, 2003) pp. 43-156.

**Week 7**

Beck, Ulrich. *Risk Society: Towards a New Modernity*. Trans. Mark Ritter (Thousand Oaks, CA: Sage Publications, 2007) pp.183-236.

Galloway, Alexander R. and Eugene Thacker. *The Exploit: A Theory of Networks* (Minneapolis: University of Minnesota Press, 2007) pp. 1-101.

Hansen, Mark B.N. *bodies in code: interfaces with digital media* (New York: Routledge, 2006) pp. 139-174.

Hardt, Michael and Antonio Negri. *Multitude: War and Democracy in the Age of Empire* (New York: Penguin Books, 2004) pp. 103-157.

Marres, Noortje. "There is Drama in Networks" in *Interact or Die!* Eds. Joke Brouwer and Arjen Mulder (v2_Publishing/NAi Publishers, 2007) pp. 174-187.

Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide* (NY: New York University Press, 2006) pp. 206-260.

Schmitt, Angelica D. "Do You Understand Chinese Media-art?" in *Interact or Die!* Eds. Joke Brouwer and Arjen Mulder (v2_Publishing/NAi Publishers, 2007) pp. 188-196.

**Week 8**

Deleuze, Giles  and Felix Guattari. Selections from *a Thousand Plateaus: capitalism & schizophrenia* . trans. Brian Massumi (London and New York: Continuum, 2004)

Kittler, Friedrich A.  Selection from *Gramophone, Film, Typewriter* trans. with an Introduction by Geoffrey Winthrop-Young and Michael Wutz (Stanford: Stanford University Press, 1999)

Latour, Bruno. Selection from *Science in Action*: *How to Follow Scientists and Engineers Through Society* (Cambridge, MA: Harvard University Press, 1988).

- "Why Has Critique Run out of Steam? From Matters of Fact to Matters of Concern." *Critical Inquiry,* Vol. 30 (Winter 2004): 225-248.


Wellbury, David. "Foreword" in Friedrich A. Kittler *Discourse Networks 1800/1900* (Stanford: Stanford University Press, 1990), pp. vii-xxxiii.

## **Week 9**

Surveillance Readings:

Andrejevic, Mark. "INTERACTIVE (IN)SECURITY," Cultural Studies, Vol. 20, 2006, pp. 441 – 458.

Fuchs, Christian. "Web 2.0, prosumption, and surveillance," Surveillance & Society, Vol. 8, 2010, pp. 288-309.

Marwick, Alice. "The Public Domain: Surveillance in Everyday Life," Surveillance & Society, Vol. 9, 2012, pp. 378-393.

Norris, Clive, and Gary Armstrong. "CCTV and the social structuring of surveillance," Crime Prevention Studies Vol. 10, 1999, pp. 157-178.

Man/Machine:

Auslander, Philip. *Liveness: Performance in a Mediatized Culture.* London: Routledge, 2008, pp. 1-9, & 168-182.

Clark, Andy. *Supersizing the Mind: Embodiment, Action, and Cognitive Extension.* Oxford: Oxford UP, 2008, Forward, Ch. 9, 10 & Appendix.

Hayles, Katherine. *How We Became Posthuman: Virtual Bodies in Cybernetics, Literature, and Informatics.* Chicago, IL: University of Chicago, 1999, pp. 1-24.

Manovich, Lev. *The Language of New Media.* Cambridge, MA: MIT Press, 2002, pp.212-243.

**<u>Week 10</u>**

Ling, Rich. "Introduction" and "Making Sense of Mobile Telephone Adoption," in Rich Ling, *The Mobile Connection: The Cell Phone's Impact on Society* (San Francisco, CA: Elsevier, 2004), pp. 1-34.

Goggin, Gerard. "Introduction," "The Mobile Commons?" and "Culture Garden," in Gerard Goggin, *Global Mobile Media* (New York, NY: Routledge, 2011), pp. 1-9 & 157-181.