INXXX: DIGITAL MEDIA AND CULTURE
"Whoever controls the media--the images--controls the culture." **Allen Ginsberg**

Media, according to Dictionary.com, is the means of communication, as radio and television, newspapers, and magazines, that reach or influence people widely.

Communication is defined as the imparting or interchange of thoughts, opinions, or information by speech, writing, or signs.

Society is an organized group of persons associated together for religious, benevolent, cultural, scientific, political, patriotic, or other purposes. A body of individuals living as members of a community; community.

"The media's the most powerful entity on earth. They have the power to make the innocent guilty and to make the guilty innocent, and that's power. Because they control the minds of the masses." **Malcolm X**

"All of us who professionally use the mass media are the shapers of society. We can vulgarize that society. We can brutalize it. Or we can help lift it onto a higher level." **William Bernbach**

"Cinema, radio, television, magazines are a school of inattention: people look without seeing, listen in without hearing."
Robert Bresson

COURSE OVERVIEW

DESCRIPTION

Digital Media and Culture is designed to help students develop an informed and critical understanding of how interactive media shape and influence society and communication. The course will develop a critical understanding of ideas around participatory technologies, collaborative media, social networks, mobile platforms and digital culture. The course will look at the evolution of communication and media industries in the interactive age and explore how the future of digital culture will influence daily civic life, national agendas, and global ideas.

COURSE GOALS

- Students will explore the evolution of digital media to understand its role in shaping culture.
- Students will understand how collaborative technologies shape human identities, communities, and interactions, and give voice to marginalized and oppressed communities.
- Students will learn how digital culture shape identities, stereotypes, and cross-cultural relationships.
- Students will understand the digital media models that promote communication and information flow across borders
- Students will learn to critically interpret powerful texts and images in the global public sphere.
- Students will learn to engage in collaborative analysis of media messages and their influence on global audiences.
- Students will learn hands-on digital storytelling skills
- Students will become media literate—more active in local, national, and global communities.

INTERDISCIPLINARY PERSPECTIVE: STUDENT LEARNING OBJECTIVE

Studies in this perspective challenge students to understand and appraise the role of interdisciplinary knowledge in arts, culture, and/or human affairs by exploring how at least two disciplinary approaches can be brought together to address a topic in a given area.

Paul Mihailidis 12/1/13 8:56 PM

Comment [1]: Colleen, does this need any flushing out or more explanation / tie in with any certain perspectives?

CLASS MEDIA

This class is anchored by a series of media platforms, as follows:

1. **Canvas:** The class will be organized through Canvas where you will find a run down of the course, topics covered, readings, assignments and any other necessary information for the course on a weekly basis.
2. **Facebook:** We have a group Facebook page, which you will all be asked to join. This page will be to post course information, announcement and updates, as well as interesting news and information pertinent to the course. It will be a closed group.
3. **Twitter:** The Class will have a hashtag, which can be used during the class to ask questions, make comments, and communicate with peers in class. The hashtag will be used in lecture, and both in and outside of class.

<u>IMPORTANT</u>: It is very important that you visit these spaces on a regular basis, and become familiar with using them. It is where all of your class content, assignments, grades, discussions, chats, etc. will be. And where you will interact with your instructors and classmates.

READINGS
This course requires four books. All other course readings will be available online or handed out by the instructor in class. Please see below under each date for the online reading that will accompany each day. In addition to the required readings, listed below are some additional books and resources you may want to explore throughout this course.

Reading in this class will consist of 80-100 pages per week,

REQUIRED BOOKS
- **Spreadable Media: Creativity and Innovation in a Networked Age** by Henry Jenkins, Sam Ford and Josh Green
- **ReWire: Digital Cosmopolitans in a Connected Age** by Ethan Zuckerman
- **Smarter than You think: How Technology is Changing Our Minds for the Better** by Clive Thompson
- **Who Owns the Future?** by Jared Lanier

Recommended Texts:
- **The Shallows: What the Internet is Doing to our Brains** by Nicholas Carr, Norton, 2011
- **What's Mine Is Yours: The Rise of Collaborative Consumption** by Rachel Botsman and Roo Rodgers, Harper, 2010
- **Convergence Culture: Where Old and New Media Collide** by Henry Jenkins, NYU Press, 2006
- **True Enough: Learning to Live in a Post-Fact Society** by Farhad Manjoo, Wiley, 2008
- **Mediated: How the Media Shapes Your World and the Way You Live in It** by Thomas de Zengotita, Bloomsbury, 2005
- **Infotopia: How Many Minds produce Knowledge** by Cass R. Sunstein, Oxford University Press, 2006
- **New Media and the Managed Citizen** by Philip N. Howard, Cambridge University Press, 2008
- **Cognitive Surplus** by Clay Shirky, Penguin, 2010
- **DIY Media: New Literacies and Digital Epistemologies** by Michelle Knoble and Colin Lankshear, Peter Lang, 2011
- **The Net Delusion: The Dark Side of Internet Freedom** by Evgney Morozov, PublicAffairs, 2011
- **Alone Together: Why We Expect More from Technology and Less from Each Other** by Shelly Turkle, Basic, 2010
- **The Wisdom of Crowds** by James Surowiecki, Anchor Books, 2005
- **Proofiness: The Dark Arts of Mathematical Deception** by Charles Seif, Penguin, 2010
- **Hamlets Blackberry: A Practical Philosophy for building a good life in the digital age** by William Powers, Harper, 2010.
- **Nudge: Improving Decisions About Happiness, Wealth, and Health** by Richard Thaler and Cass Sunstein, Yale, 2008.
- **Media Literacy: A Reader** by Donaldo Macedo & Shirley R. Steinberg, Eds., Peter Lang Press, 2007

- **Media Literacy: Learning, Literacy, & Contemporary Culture** By David Buckingham, Polity Press, 2003
- **Media Literacy: Keys to Interpreting Media Messages, 3/e.** by Art Silverblatt, Praeger, 2007
- **Consumed: How Markets Corrupt Children, Infantilize Adults & Swallow Citizens Whole** by Benjamin Barber, Norton, 2007
- **Googled** by Ken Auletta, 2008
- **The Wealth of Networks** by Jochai Benkler, 2007
- **Everything is Miscellaneous** by David Weinberger, 2008
- **Journalism Next** by Mark Briggs, 2009
- **Media, Ownership & Democracy in the Digital Information Age** by Mark Cooper, Center for Internet & Society, Stanford Law, 2007.
- **Tuned Out: Why Americans Under 40 Don't Follow the News** by David T.Z. Mindich, Oxford, 2005
- **UnSpun: Finding Facts in a World of Disinformation** by Brooks Jackson & Kathleen Hall Jamieson, Random House, 2007
- **Inventing Reality: The Politics of the News Media** by Michael Parenti, Wadsworth Publishing, London, 2002.
- **Civic Literacy: How Informed Citizens Make Democracy Work**, by Henry Milner, University Press of New England, 2002.
- **New Literacies in Action: Teaching and Learning in Multiple Media**, by William Kist, Teachers Press, Columbia University, 2005.
- **The Problem of the Media: U.S. Communication Politics in the 21st Century** by Robert McChesney, Monthly Review Press, NY, 2006.
- **News: The Politics of Illusion, 5th Ed.**, by W. Lance Bennett, Longman, NY, 2003.

GRADING
There will be **5** components of the final grade for this course:
1. DIGITAL CURATION ASSIGNMENT (25%)

2. SOCIAL VIDEO AND PUBLIC SPACE – 25%

3. PARTICIPATORY ETHNOGRAPHY PROJECT – 25%

4. DIGITAL IDENTITY JOURNAL – 20%

5. ATTENDANCE/PARTICIPATION/CONTRIBUTIONS – (100 points, or 10% of total grade)

TOTAL = 1000 POINTS/10 = Final Grade

This course will obviously require a substantial amount of writing, requiring both time and personnel management. Media practitioners are required to write and produce quality work under strict deadline. This course is no exception. **Deadlines will be enforced! No project will be accepted after its due date without severe grading penalties.**

Late work will be marked down a letter grade for every late day. For example, if you hand in your assessment late and it is marked and you deserve an A for the work, you will receive a B if the assignment was late on the same day that it is due. You will receive a C as the highest possible grade if you are more than a day late. Extensions will only be allowed in special circumstances and with formal documentation.

The instructor of this course uses the following system when grading. The letter grades correspond to the following numerical breakdown:

A 93.45-100	B + 86.45-89.44	C+ 76.45-79.44	D+ 66.45-69.44
A - 89.45-93.44	B 83.45-86.44	C 73.45-76.44	D 59.45-66.44
	B - 79.45-83.44	C - 69.45-73.44	F 59.44 or Below

ATTENDANCE

You are <u>REQUIRED TO ATTEND ALL CLASSES</u>. Consistent attendance helps you understand the material covered in this course and successfully complete its requirements. We think of attendance as treating this class like it's part of your growing career responsibilities. You need to show employers, mentors, etc. that you are dedicated to show up, do the work, and participate. That starts with being there. And the best way to learn that habit is by coming to class all the time, and on time.

Absences may be excused if you: (1) have an illness or injury precluding you from attending class; (2) observe a religious holiday that prevents you from class attendance; (3) are required to participate in a university activity by a recognized authority; or (4) experience a compelling, verifiable emergency beyond your control.

If you encounter any one of these circumstances, you must contact one of the instructors by telephone, e-mail, or in person to let us know you will be absent during a class session. You must also provide acceptable, <u>written documentation</u> of the reason for your absence. Some examples of acceptable documentation would be a physician's note, traffic accident report, hospital bill, etc., all of which must be dated and signed. Providing documentation does not guarantee an absence will be excused. Other absences (funerals, weddings, etc.) will be addressed on a case-by-case basis and may not be considered excused.

Class work missed for a known, excused absence must be turned in prior to the absence in order to receive credit. Work missed for an unexcused absence will not be accepted and, thus, will receive no credit. If you come to class late and miss an in-class exercise or assignment, you will not be allowed to make up the work, unless we have made some previous arrangements.

TECHNOLOGY IN CLASS POLICY

You are welcome to bring in and use technology in the classroom, for purposes relevant to the classroom. We'll often be exploring things online, and so it may help to have mobile and web devices handy. However, if it is distracting to the class, or not used for in-class purposes, you may be asked to stop using it.

ACADEMIC HONESTY

It is the responsibility of all Emerson students to know and adhere to the College's policy on plagiarism. If you have any question concerning the Emerson plagiarism policy or about documentation of sources in work you produce in this course, speak to your instructor.

STUDENTS WITH DISABLILITIES

Students with disabilities who are seeking consideration for services or accommodations should contact the Associate Director for Disability Services: (617) 824-8592, dso@emerson.edu, or Disability Services Office, Emerson College, 120 Boylston Street, Boston, MA 02116.

COURSE OUTLINE, READINGS, ASSIGNMENTS

2. WRITING: You will be responsible for 25 pages of writing in total, broken down in papers of different size.

WEEK	LECTURE	READINGS /	ASSIGNMENTS

		VIEWINGS	
#1	Media Literacy in Digital Culture	n/a	
PART ONE – PARTICIPATORY CULTURE			
#2	Digital Participation	**Net Smart Handout**	**My Digital Identity**
#3	Spreadability **Film: LogoRama**	**Spreadability,** Part One **Listen:** Have We Grown too Fond of Technology	**Digital Journal 1**
#4	**Curation**	**Spreadable Media,** Part Two **Watch – Present Shock**	
#5	The Value of Engagement	**Spreadable Media,** Part Three	**Digital Curation Project**
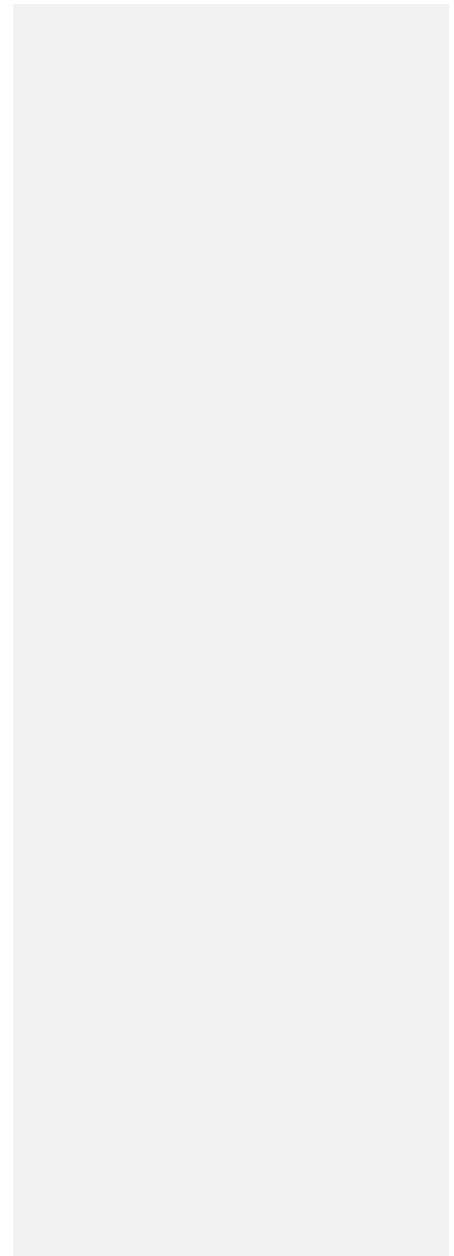
PART TWO – COLLABORATIVE ENGAGEMENT			
WEEK	**LECTURE**	**READINGS / VIEWINGS**	**ASSIGNMENTS**
#6	Digital Cosmopolitans	**ReWire**, Part One	
#7	**Film: Connected**	**ReWire**, Part Two **Connected Handout**	**Digital Journal 2**
#8	Cognitive Surplus	**Cognitive Surplus Handout**	**Social Video and Public Space**
#9	The Networked Information Economy	**ReWire**, Part Three	
PART THREE – COLLECTIVE ACTIVISM			
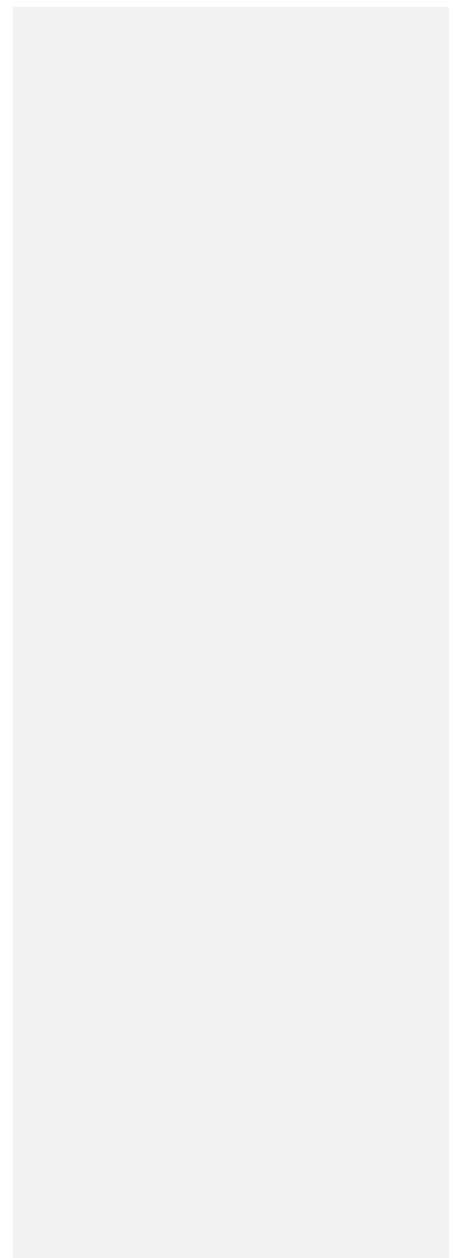
#10	Connected: Media and the Power of "Us"	**What's Mine is Yours Handout** Watch: The Empathetic Civilization	**Digital Journal 3**
#11	**Who Owns the Future?**	**Who Owns the Future,** Part One	
#12	**Group Presentations**	None	**Particiapatory Ethnography Project Due**
#13	Here Comes Everybody: Privacy and Public Life	**Who Owns the Future,** Part Two	
#14	The Future of the Mediated World – User Experience(s) **Guest Speaker**	**Who Owns the Future,** Part One	**Digital Journal – Final**
#15			