HU3871 Media and Communication Theory
Fall 2008

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Course Description:
Examines relationships among changing communication technologies and communication theories. Emphasizes issues involving emerging technologies and emerging theory.

Course Goals:
1. To increase your understanding of changing communication theory in relation to new media.
2. To increase your understanding of the changing communication environment

Required Course Materials:
3. Other readings available at www.hu.mtu.edu/~jdsslack/hu3871
All readings should be completed by the day listed on course schedule

Grading:
Overall: 20% Process 80% Product
Breakdown:
Midterm - 40% (1,000 word essay on a concept)
Final Project - 40% (1,500 word analysis of Wiki entry)
Unannounced Quizzes (on readings: contribute to process grade)
Informal class assignments (such as bringing in examples: contribute to process grade)
You will be graded on both formal and informal assignments, on PROCESS as well as PRODUCT. By process I mean the following:

1. Your willingness to ensure the material to have readings done on time, to be mindfully present, to imagine, to concentrate, to contribute to a creative class environment, to produce assignments that take the issues seriously.

2. Regular class attendance. You are allowed two unexcused absences. Three unexcused absences lowers your grade ½ grade. Each three additional absences lowers your grade another ½ grade.

3. Completion of all assignments on time. All assignments are required to pass class.

Other policies:

1. Please turn off cell phones and laptops. In class there is to be no texting, no checking email, no internet browsing. You will be dismissed from class for engaging in these activities without permission; and the day will count as an absence.

2. There will be no make-up for in-class presentations. If you cannot make a scheduled presentation date, you must notify me in advance to resolve.

4. Academic integrity. Any instance of academic dishonesty (for example, plagiarism) will result in you being reported to the Dean of Students for disciplinary action. Carefully document any sources you use in your work. Please refer to the MTU Academic Integrity Policy at http://www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integrity.html.

5. ADA policy: MTU complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disability Act (ADA). If you have a disability and need a reasonable accommodation for equal access to education or services at MTU, please contact Dean of Students Office (487-2212) or the Office of Affirmative Programs (487-3310), or talk with your advisor or department chair. It is imperative that you take the initiative in this regard, as an instructor is not legally permitted to initiate inquiry about the particular needs of students.

6. Equal Employment Opportunity Policy: In keeping with its responsibilities as an educational institution, Michigan Technological University is committed to a policy of affording equal opportunity to all of its employees, students, applicants for employment, and applicants for admission without regard to race, religion, color, national origin, height and weight, veterans status, marital status, sexual orientation, age, or sex, except where age or sex is a bona fide occupational qualification. The University is also committed to a policy of educating and employing disabled individuals without discrimination. These policies are to be implemented with due regard for the relative qualifications of all involved (MTU Board of Control Policy 3.7)
HU 3871 Course Schedule (I reserve the right to respond to class needs and change this syllabus to enhance your learning experience)

Sept 2 & 4  Communication as a Cultural Phenomenon  
Read: James Carey. “Cultural Approaches to Communication”  
Listen: Daniel Makagon. On Car Stereos

Sept 9 & 11  Modes of Communication  
Read: Slack and Wise. “Modes of Communication”  
Read: Walter Ong. “Orality, Literacy, and Modern Media”  

Sept 16 & 18  Digitalization - Undoing the Modes-Converging Media-Embracing the Miscellaneous  
Assignment: Midterm Exam

Sept 23 & 25  Organizing knowledge - Orders of Organization  
Read Weinberger, Prologue. Chapters 1-3

Sept 30 & Oct 2  Read Weinberger, Chapters 4-6

Oct 7 & 9  Swarm Intelligence - Social Knowing  
Read: Weinberger. Chapter 7  
Read: Andy Clark. “Global Swarming”  
Read: Nicholas Carr. “Is Google Making Us Stupid?”  
Midterm Exam Due - October 10  
Assignment: Audience as Producer demos

Oct 14 & 16  The Audience as Producer  
Read: Lakshmi Chaudhry. “Mirror. Mirror on the Web”  
Listen: Kerri Miller. “Video Blooms Gain Popularity: An Interview with Jay Dedman”  
October 16 - In class Audience as Producer demonstrations/examples
Oct 21 & 23  Exploring Wikis
Read: John Borland, “See Who’s Editing Wikipedia - Diebold, the CIA, a Campaign,”
Listen: NPR, Fresh Air, “Jimmy Wales on the User Generated Generation”
Assign: Wiki Project

Oct 28 & 30  New Structures of Control: Mapping Meaning
Read Weinberger, Chapter 8 - Coda
Read: Denis Wood, “The Interest the Map Serves Is Masked”
Read: Gilles Deleuze, excerpt on the control society from “Control and Becoming”

Nov 4 & 6  New Structures of Control: Intellectual Property
Read: Kembrew McLeod, Chapters 5, 6
Read: Lawrence Lessig, “Introduction” to Free Culture
Read: Digital Millennium Copyright Act - Wikipedia.com
Watch: Lessig Presentation

Nov 11 & 13  New Structures of Control: Code
Read: Eugene Thacker, “Foreword: Protocol Is as Protocol Does”

Nov 18 & 20  New Structures of Control: Surveillance-Privacy
Read: On Facebook (to be announced)
Listen: This American Life, August 12, 2007, Rachael on blogging the London Bombing

Nov 25 & 27  Thanksgiving Break - no class

Dec 2, 4, 9, 11  Final Wiki presentations - projects due
Full Citations for Readings


Makason, Daniel. Audio Documentary On Car Stereos (missing full citation)


