HU3871: Media and Communication Theory
Course Syllabus, Fall 2010

Instructor Information
Instructor: Nathan J. Carpenter (call me “Nate”)
Office Location: Walker Arts & Humanities 140
Office Phone: 906-487-3036 (during office hours only)
Email: ncarpen@mtu.edu
Office Hours: TR 9:30am – 11:00am, or by appointment

Course Information
Course Number: HU3871 R01
Course Name: Media and Communication Theory
Course Location: Fisher 125
Class Times: TR 8:05am – 9:20am
Course Prerequisites: UN1002 or UN1003

Course Description
HU3871 examines relationships among changing communication technologies and communication theories. It emphasizes issues involving emerging technologies and emerging theories.

Course Goals
This section of HU3871 has been designed to help you:

1. understand and critically assess theories of communication and technology that have historically been used to explain new media
2. explore issues emerging in the new media environment
3. understand and critically assess new theories designed to address new media
4. explore the changing new media environment with a critical theoretical orientation

Required Course Materials
2. Book: Everything is Miscellaneous by David Weinberger (Times Books, 2007)
3. Other readings will be available on the course Blackboard site (courses.mtu.edu).

Projects & Grading Breakdown
Unannounced Reading Quizzes (150 pts)
   6 short-answer quizzes will be given on select Thursdays
New Media Profile Project (150 pts)
   a short research project on a prominent person in new media
Midterm Exam (300 pts)
   a take-home exam consisting of several short essays
Wiki Analysis Project (300 pts)
   a longer research project involving critical analysis of a Wikipedia entry
Activities & Participation (100 pts)
   includes active participation in classroom conversation, meaningful contribution to activities, and consistent attendance

Grading Scale

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<th>Grade</th>
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<tr>
<td>A</td>
<td>950 - 1000 pts</td>
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<td>AB</td>
<td>900 - 949 pts</td>
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<td>650 - 699 pts</td>
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Additional Course Policies
1. You are welcome to use laptops and smart phones in class, but you may lose this privilege if you text, check e-mail, or visit social networking sites without permission. For each incident, you will lose 10 pts from your participation grade.

2. There are no make-ups for missed quizzes, activities, or in-class presentations. If you cannot make a scheduled presentation date, you must make other arrangements in advance.

3. You must complete both projects and the midterm exam in order to receive a passing grade in this class.

University Policies
Academic regulations and procedures are governed by University policy. Academic dishonesty cases will be handled in accordance with the University’s policies.

If you have a disability that could affect your performance in this class or that requires an accommodation under the Americans with Disabilities Act (ADA), please address this as soon as possible. The Affirmative Action Office has asked that you be made aware of the following statement:

“Michigan Tech complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990. If you have a disability and need a reasonable accommodation for equal access to education or services at Michigan Tech, please call the Dean of Students office at 906-487-2212. For all other concerns about discrimination, you may contact your advisor, department head, or the Affirmative Action Office at 906-487-3310.”

Academic Integrity Policies
Any instance of academic honesty (plagiarism, for example) will result in your 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: http://www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integrity.html

Affirmative Action Policies
Please see the following URL: http://www.admin.mtu.edu/aaq/

Disability Services Policies
Please see the following URL: http://www.admin.mtu.edu/urel/studenthandbook/studentsupportservices/index.html#disability

Equal Opportunity Statement
Please see the following URL: http://www.admin.mtu.edu/admin/boc/policy/ch3/ch3p7.htm
Course Themes & Reading Schedule

*Complete weekly readings by each Thursday*

Aug 31 & Sept 2  
**Week 1: Communication as a Cultural Phenomenon**  
James Carey, “A Cultural Approach to Communication”  
Clive Thompson, “Brave New World of Digital Intimacy”  
(non-required: Wilbur Schramm, “How Communication Works”)

Sept 7 & 9  
**Week 2: Modes of Communication**  
Slack & Wise, “Modes of Communication”  
Walter Ong, “Orality, Literacy, and Modern Media”  
Eric Havelock, “The Greek Legacy”  
(non-required: James Carey, “Space, Time, & Communications”)

Sept 14 & 16  
**Week 3: The Digital – Convergence**  
Henry Jenkins, “The Cultural Logic of Convergence”  
Henry Jenkins, “Convergence? I Diverge”

Sept 21 & 23  
**Week 4: The Digital – The Miscellaneous**  
David Weinberger, “Prologue,” “Ch. 1-6”

Sept 28 & 30  
**Week 5: Collective Intelligence, Social Knowing, Smart Swarms**  
David Weinberger, “Ch. 7”  
Jane McGonigal, “Why I Love Bees”  
Andy Clark, “Global Swarming”  
Nicholas Carr, “Is Google Making Us Stupid?”  
(non-required: Vinge, “Rainbows End”)

**NEW MEDIA PROFILE PROJECT DUE THURSDAY, SEPT. 30**

Oct 5 & 7  
**Week 6: User-Generated Content - Media & Pop Culture**  
Henry Jenkins, “Quentin Tarantino’s Star Wars?”  
Andrew Keen, “Foreword,” “Introduction,” “Ch. 1-3”  
Lakshmi Chaudry, “Mirror, Mirror On the Web”  
(non-required: “Keen vs. Weinberger” in WSJ)

Oct 12 & 14  
**Week 7: User-Generated Content - Wikis**  
Nicholas Carr, “The Death of Wikipedia”  
Wikis in the news… readings TBA

**MIDTERM EXAM DUE THURSDAY, OCT. 14**

Oct 19 & 21  
**Week 8: New Structures of Control: Mapping Meaning**  
Weinberger, “Ch. 8 – Coda”  
Denis Wood, “The Interest the Map Serves is Masked”  
Gilles Deleuze, excerpt from “Control and Becoming”  
Harvey Molotch, “Corporate Organization and the Design Big Thing”
Oct 26 & 28

**Week 9: New Structures of Control: Intellectual Property**
Andrew Keen, "Ch. 4-6"
Lawrence Lessig, "Introduction to Free Culture"
U.S. Copyright Office, "Digital Millennium Copyright Act of 1998"
Take a look at issues at <http://www.eff.org/issues/dmca>
(non-required: Aoki, Boyle, & Jenkins, "Bound By Law")

Nov 2 & 4

**Week 10: New Structures of Control: Code**
Eugene Thacker, "Foreword: Protocol Is as Protocol Does"
Wendy Hui Kyong Chun, "Controlling Code"
Lawrence Lessig, "Introduction" and "Ch. 6" from *Code*

**WIKI ANALYSIS PROJECT PROPOSALS DUE THURSDAY, NOV 4**

Nov 9 & 11

**Week 11: New Structures of Control: Surveillance & Privacy**
Mark Andrejevic, "Introduction," and "iMonitorig" from *iSpy*
Carmen Joy King, "Quit Facebook"
Andrew Keen, "Ch. 7-9"

Nov 16 & 18

**Week 12: New Media Beyond "The Media"**
Eugene Thacker, "What is Biomedia?"

Nov 23 & 25

THANKSGIVING BREAK – NO CLASS

Nov 30 & Dec 2

**Week 13: Project Presentations**

**WIKI ANALYSIS PROJECT PAPER DUE THURSDAY, DEC 2**

Dec 7 & 9

**Week 14: Project Presentations**