HU3871 Media and Communication Theory  
(New Media Theory)  
Spring 2012

Professor Jennifer Daryl Slack, 304 Walker Hall, 487-3228  
Office Hours: Tue & Thur 12:30-1:30 or by appointment, jdslack@mtu.edu

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

Course Objectives
1. To increase your understanding of changing communication theory in relation to new media.
2. To increase your understanding of the changing communication environment.
3. To engage the new media environment with theoretical sophistication.

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

Grading
Overall: 20% Process 80% Product
Breakdown:
- Midterm Essay 40% (1,500 word essay)
- Final Essay 40% (1,500 word essay)
- Process 20%
  - a. unannounced quizzes (likely one a week)
  - b. informal class assignments, such as bringing in examples
  - c. process generally

By process I mean the following:
1. Your willingness to engage 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. I will keep attendance. There is no precise number of absences permitted, but poor attendance will contribute to your process grad.
3. Completion of all assignments on time. All assignments (other than missed quizzes, which cannot be made up and will count as zero) are required to pass class.
Additional Course Policies
1. You are allowed to use laptops (or smartphones) in class. However, there is to be no texting, no checking email, no unauthorized internet browsing. You will be dismissed from class for engaging in these activities without permission; and the day will count as an absence. Please be respectful of this as we find our way around responsibly in the new media environment
2. There will be no make-up for quizzes.

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, please address this as soon as possible. The Affirmative Action office has asked that you be made aware of the following;

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 other concerns about discrimination, you may contact your advisor, department head or the Affirmative Action Office, at 906-487-3310.

Academic Integrity Policies:
www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integrity.html
Academic integrity. Any instance of academic dishonesty (for example, plagiarism) 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

Affirmative Action Policies:
www.admin.mtu.edu/aaq/

Disability Services Policies:
www.admin.mtu.edu/urel/studenthandbook/student_services.html#disability

Equal Opportunity Statement:
www.admin.mtu.edu/admin/boc/policy/ch3/ch3p7.htm

HU 3871 Course Schedule
Readings may be added or subtracted (within reasonable expectations) in order to
accommodate the speed with which change happens in the digital environment. I reserve the right to respond to class needs and alter this syllabus to enhance your learning experience.

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<tr>
<th>Week 1</th>
<th>Communication as a Cultural Phenomenon</th>
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<tr>
<td>Jan 10 &amp; 12</td>
<td>Read: James Carey, “A Cultural Approach to Communication”</td>
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<td>Read: Clive Thompson, “Brave New World of Digital Intimacy”</td>
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<th>Week 2</th>
<th>Modes of Communication</th>
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<tr>
<td>Jan 17 &amp; 19</td>
<td>Read: Slack and Wise, “Modes of Communication”</td>
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<td>Read: Walter Ong, “Orality, Literacy, and Modern Media”</td>
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<td>Read: Eric Havelock, “The Greek Legacy”</td>
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<th>Week 3</th>
<th>Organizing Knowledge - Orders of Organization - The Miscellaneous</th>
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<td>Jan 24 &amp; 26</td>
<td>Watch Weinberger video</td>
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<th>Week 4</th>
<th>The Digital – Convergence</th>
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<td>Assign Midterm Essay</td>
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<th>Week 5</th>
<th>Swarm Intelligence - Social Knowing</th>
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<tr>
<td>Feb 7 &amp; 9</td>
<td>Read: David Weinberger, “Social Knowing”</td>
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<td>Read: Andy Clark, “Global Swarming”</td>
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<td>Read: Nicholas Carr, “Is Google Making Us Stupid?”</td>
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<td>Watch: Michael Wesch, “An Anthropological Introduction to YouTube”</td>
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<th>Winter Carnival – Feb 9 – no class</th>
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<th>Week 6</th>
<th>User Generated Content</th>
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<td>Feb 14 &amp; 16</td>
<td>Read: Lakshmi Chaudhry, “Mirror, Mirror on the Web”</td>
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<td>Read: Nicholas Carr, “The Death of Wikipedia”</td>
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<td>Listen: NPR, Fresh Air, “Jimmy Wales on the User Generated Generation”</td>
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<th>Week 7</th>
<th>A Wiki World</th>
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<td>Feb 21 &amp; 23</td>
<td>Read: WikiLeaks by Micah Sifry</td>
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<th>Week 8</th>
<th>A Wiki World - Continued</th>
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<td>Feb 28 Mar 1</td>
<td>Midterm essay Due March 1</td>
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SPRING BREAK: MARCH 5-9

Week 9  
Mar 13 & 15  
New Structures of Control: Mapping Meaning  
Read: Denis Wood, "The Interest the Map Serves Is Masked"  
Read: Gilles Deleuze, excerpt on the control society from "Control and Becoming"  
Read: Verner Vinge, "So Much Technology, So Little Talent"

Week 10  
Mar 20 & 22  
New Structures of Control: Code, Intellectual Property, Privacy, Privacy, Free Speech  
Watch: Lessig presentation  
Read Lessig, Chapters 1-5  
Assign Final Essay

Week 11  
Mar 27 & 29  
New Structures of Control  
Read Lessig, Chapters 6-8

Week 12  
Ap 3 & 5  
New Structures of Control  
Read Lessig: Chapters 9-13

Week 13  
Ap 10 & 12  
New Structures of Control  
Read Lessig: Chapters 14-15

Week 14  
Ap 17 & 19  
New Structures of Control  
Read Lessig: Chapters 16-18  
Final Essay Due April 19

Full Citations for Readings (Not all of which we are reading)
Aoki, Keith, James Boyle, and Jennifer Jenkins, “Bound By Law.”
www.law.duke.edu/cpsd/comics/digital.php


Carr, Nicholas, “The Death of Wikipedia.” Rough Type (blog). www.roughtype.com/archives/2006/05...


Makeagon, Daniel, Audio Documentary On Car Stereos [missing full citation]


