

LitMUSE



New Media (Spring 2013)

Dec 5, 2012

Gerald Lucas

[Leave a comment](#)

New Media (Spring 2013)

Categories: NMAC

[#NewMediaClass](#) | 27335 NMAC 4460.01 TR 3:30-4:50p H/SS-118

This seminar explores our inexorable movement from atoms to bits – from the centralized media landscape of the twentieth century, to that of the current bazaar of networked digital cultures.

“New Media” represents a paradigm shift in the ways we produce and consume culture, and these shifts are changing us. This course will examine the theories of media: from those based on the physical (record players, tape recorders, VCRs, newspapers, books, records) — what some would call “dead media” — to that based on the movement of digital information (computers, VR, DVRs, MP3s, etexts, video-on-demand). Both the theoretical and practical will fall under the purview of this course: not only will we examine the art and business of “new media,” but we will extend our digital fingers and participate in the discussion. What does it mean to be citizens of a digital world?

[Twitter List](#)

Goals

With a successful completion of the Senior Seminar in New Media, students will:

- Understand the influence of networked digital technologies on communication, art, and culture in a global context;
- Understand the unique properties of new media;
- Understand the history and cultural contexts of new media from its beginnings;
- Understand the legal and intellectual property concerns that new media challenges, particularly in the proprietary and open source communities;
- Understand the political responsibilities of new media use;
- Understand the distinction between various theoretical approaches to new media in cultural and academic contexts;
- Understand how new media affects the evolution of the “human.”

Required Materials

Required Textbooks

- Murray, Janet. *Hamlet on the Holodeck: The Future of Narrative in Cyberspace*.
- Negroponte, Nicholas. *Being Digital*.
- Wardrip-Fruin, Noah and Nick Montfort. *The New Media Reader*.

Recommended Textbooks

- Kurzweil, Ray. *The Age of Spiritual Machines*.
- Lessig, Lawrence. *Remix: Making Art and Commerce Thrive in the Hybrid Economy*.
- McLuhan, Marshall and Quentin Fiore. *The Medium Is the Massage*.

The assigned book and/or essay(s) should always accompany you to class, as we will make heavy use of it in our daily discussions. Please do not come to class without your assigned readings: we need them for class activities, in-class writing, and all aspects of our study. If you do not have your texts in-class, you will be counted [absent](#).

Supplementary Documents

At several points throughout the semester, your reading assignments will entail essays that are not in the above texts. These additional readings will be made available to you as PDFs or links. You will need to download them, print them, and bring them to class with you on the day we are covering them in class. Failure to do so will earn you an [absence](#).

All assigned PDFs must be printed on dead trees and annotated as you read. Please do not bring them on your laptops electronically. You must have a hard copy of each assigned electronic text unless otherwise stated.

Course Policies

Students are held accountable for knowing and practicing each of the [course policies](#). Consider them like the law: the excuse “I didn’t know” will carry no weight. Since these policies are applicable to every course I teach, they are available [on a separate page](#).

As a Macon State College student and as a student in any of my classes, it is your responsibility to read, understand, and abide by the MSC Student Code of Conduct from the [MSC Student Handbook](#) (PDF).

Course Requirements

There are three major requirements for New Media, each of which must be successfully completed to pass the course. Assignments are weighed on a point system, depending on their importance. For example, a reading quiz might have 10 points while the final exam might have 200.

Final Exam (10%)

This exam will be given during finals week. It will be a comprehensive essay exam that will test your knowledge of important texts and ideas from the semester, your ability to synthesize this material, and your creativity in going beyond the discussion and lecture materials. The exams will include vocabulary, concepts, and interpretation. All exam grades will be based upon objective knowledge of the material, thoroughness, depth of insight, precision, and originality.

Mini Tests (40%)

Several mini tests will be given at different points throughout the semester. These will be in-class essays that will test your knowledge of materials just covered. These mini tests will take one of four approaches: (1) essays; (2) short answers; (3) identification and definition of a concept; (4) textual explication.

Participation (50%)

Regular class attendance, [tweeting](#), question posing, library assignments, and active participation in classroom and [online discussions](#) are required. Participation, effort, and attitude will count significantly in this course, even if your technical proficiency is lacking. Quizzes, other class activities, and homework assignments will be considered participation.

Participation assignments will be made each week. These assignments are always due on **Fridays @ noon**, so students work on them before and after we have discussed the materials in-class. See the schedule below for links to each week's assignment.

Schedule

This schedule represents the ideal outline for our semester, but it is tentative and subject to change. It reflects only an overview of readings and assignments, but does not always indicate other specific class-session assignments or activities. All readings are from *The New Media Reader (NMR)* unless otherwise noted.

Assignments

Start Here

01.08 & 01.10 NMWk1: Course Orientation; Twitter; Lecture: Intro to New Media; Suggested reading: Murray, Manovich, and Borges; Discussion

New Media: the Genesis

01.15 & 01.17 NMWk2: Bush, Licklider, and Wiener; Turing and Benjamin; Discussion

Participation: The New Democracy?

01.22 & 01.24 NMWk3: McLuhan, Williams, and Enzensberger; Discussion; Mini Test 1

01.29 & 01.31 NMWk4: Baurillard, Boal, and Nelson; Discussion

Proprietary v. Open Source

02.05 & 02.07 NMWk5: *RevolutionOS*; Discussion

02.12 & 02.14 NMWk6: Stallman, Raymond, and Heilemann; Discussion; Mini Test 2

Information Architecture & Hypertext

02.19 & 02.21 NMWk7: Kurzweil, Winner, Coover, Lucas, and Moulthrop; Discussion

Cyberspace

02.26 & 02.28 NMWk8: Barlow, Dibbell, Turkle, and Alter; Discussion

03.12 & 03.14 NMWk9: Stephenson; *You Only Live Twice*; Discussion; Mini Test 3

Bits & Atoms

03.19 & 03.21 NMWk10: Negroponte; Discussion

Intellectual Property

03.26 & 03.28 NMWk11: Lessig and Jenkins; Discussion

Cyberdrama

04.02 & 04.04 NMWk12: Murray; Discussion

Ludology

04.09 & 04.11 NMWk13: Moulthrop, Aarseth, and Jenkins; Discussion; Mini Test 4

The Cyborg

04.16 & 04.18 NMWk14: Dennett, Haraway, and Joy; Discussion

The Posthuman

04.23 & 04.25 NMWk15: Kurzweil; Videos; Discussion; Mini Test 5

05.07.12: Exam: 3:30-5:30p

#NewMediaClass

Like 1
1
Tweet 2
1
Share

Tags: [new media](#), [NMAC 4460](#), [seminar](#), [Spring 2013](#)

About Gerald Lucas

Dr. Gerald R. Lucas is an Associate Professor of English in the Department of Media, Culture & the Arts at Macon State College. He teaches courses in new media theory, web site design, and humanities. His research and teaching interests include epic poetry, science fiction, technoculture, and modernism. Dr. Lucas is currently offering Macon State's first and only iTunes U courses.



[View all posts by Gerald Lucas](#)

[Writing for Digital Media \(Spring 2013\)](#)

[Final Reminders](#)

0 comments



Discussion ▾

Community

My Disqus 19 |

Share ▾

No one has commented yet.

ALSO ON LITMUSE

Introductions (Spring 2013) 132 comments

Mission Rewrite 3 comments

CPWk2: Do Androids Dream 3 comments

NMWk2: The Genesis of New Media 3 comments

CPWk1 11 comments

Final Reminders 8 comments

RECOMMENDED FOR YOU

[What's this?](#)

Too Many Store Rewards Cards? Here's How to Put Them All on Your Phone Citi Women & Co.

How To Use Learnist for iPhone Learnist

How to Throw a Blowout Holiday Party—on a Budget Citi Women & Co.

These 8 Wines Will Fit Any Budget Citi Women & Co.

National Geographic Video: What Happens in a Human Lifetime SnagFilms

Amazon: Land of the Flooded Forest SnagFilms

Comment feed Subscribe via email

Search LitMUSE

Latest Popular Tags



Twitter v. Disqus

Jan 11, 2013



WDMWk3: About Page

Jan 11, 2013



Mission Rewrite

Jan 11, 2013



CPWk2: Do Androids Dream

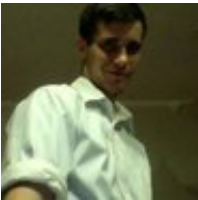
Jan 10, 2013



NMWk2: The Genesis of New Media

Jan 9, 2013

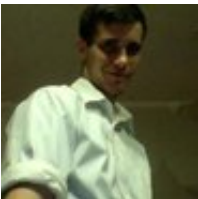
Recent Discussions



Alex Knaub

How are Keith Richards and Norman Mailer alike? This is a great comparison. Both of them shook...

MailerWk1 · 11 hours ago



Alex Knaub

I am the first to discuss Mailer it seems. Mailer was a revolutionary of American Culture. I can...

MailerWk1 · 11 hours ago



Gerald R. Lucas

This

CPWk1 · 16 hours ago



Alexandria Hughes

Hello all! My name is Alexandria but I go by Alex. I have attended this school since the fall of...

Introductions (Spring 2013) · 18 hours ago



Nadine Epperson

You are the lady with all the answers, and the pretty face we see on our way into the office...

Introductions (Spring 2013) · 20 hours ago

Dr. Gerald R. Lucas

Associate Professor of English
Media, Culture, and the Arts
Middle Georgia State

Twitter: [@drglucas](#)
Skype: drglucas
Web: <http://grlucas.net/>

Contact

Phone

(478) 471-5761

Email

drglucas@gmail.com

V-Card

Download

Address

100 College Station Dr.
Macon, GA 31204

[Map »](#)

Office Hours

My office is in the Humanities / Social Sciences building on the Macon Campus, H/SS-117. Spring 2013 office hours: M 4-5:50p; TR 12:15-1p and 2:30-3:30p; by Appointment.

Additional information about my schedule may be found on my [calendar](#).

About LitMUSE



LitMUSE is the courseware web site of Dr. Gerald R. Lucas. This site contains course information, policies, and resources for the students of Dr. Lucas.

[Read More](#)

All content by Gerald R. Lucas | [Disclaimer and License](#) | [Terms of Use](#) | [Privacy Policy](#)



Course Policies

The following are *general policies* applicable for all the courses I teach, both traditional, in-class courses, and those taught online; obviously, some will not be applicable to on-line courses. Any additional policies or changes will be outlined under the specific course, so consult your specific syllabus for a more nuanced statement of policies.

As a Middle Georgia State student and as a student in any of my classes, it is your responsibility to read, understand, and abide by the Student Code of Conduct from the [Student Handbook \(PDF\)](#).

Assignments

Any assignment you submit for evaluation should be the best that you can make it: relatively free of errors, word-processed, and formatted according to MLA guidelines. Late work is unacceptable. Plan ahead and complete work early so any potential difficulties may be avoided. [[Read More. . .](#)]

Attendance

Attendance is mandatory and will be recorded daily. Class failure will be the result of too many absences. Student conduct should follow the college's guidelines and reflect behaviors that demonstrate their active participation as learners. Class time will be spent on lecture, discussion, and other activities that encourage active class participation for the students. Real learning requires engaging the class materials, and students will be partially evaluated on their participation. [[Read More. . .](#)]

Communication

These days, we have so many choices for communicating. However, some ways are better than others, and I encourage you to use those. [[Read More. . .](#)] Bring your smart phone, your tablet, or your laptop to class with you daily, and expect to use it as an integral part of the lesson. [[Read More. . .](#)]

Evaluation

Evaluation depends on overall student performance. While the particulars of evaluation might differ between classes, it will usually depend on the successful completion of **all** requirements. [[Read More. . .](#)]

Materials

Course readings are an integral part of the class and should be brought daily. When readings are assigned to be discussed in class, please bring a copy of the reading with your reading notes ready to participate in the discussion. [[Read More. . .](#)]

Online Courses

Online courses are not for the average student since they require a particular set of skills and dedication. [[Read More. . .](#)]

Plagiarism

Plagiarism is the theft of another's intellectual property and the attempt to pass it off as original. The punishment will be class failure and potentially result in more serious academic penalties. [[Read More. . .](#)]

Last updated: **December 17, 2012 @ 12:11pm**