

MDIA 309 New Media: Theory and Practice

Trimester 2 2014

14 July to 16 November 2014

20 Points



An altered image from <http://nativemobile.com>

IMPORTANT DATES

Teaching dates:	14 July to 17 October 2014
Mid-Trimester break:	25 August to 7 September 2014
Last assessment item due:	28 October 2014

Withdrawal dates:

Refer to www.victoria.ac.nz/students/study/withdrawals-refunds. If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/students/study/exams/aegrotats.

CLASS TIMES AND LOCATIONS

Seminars

Tuesdays	11.00am-1.50pm	77 Fairlie Terrace FT77306
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NAMES AND CONTACT DETAILS

Course Coordinator

Michael Daubs michael.daubs@vuw.ac.nz 04 463 6821 Room 302, 83 Fairlie Terrace

Office Hours: Thursdays, 1.00-3.00pm

COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA 309 Blackboard site.

If you are not going to use the Victoria email address set up for you, we strongly encourage you to set a forward from the Victoria email system to the email address you do use.

PRESCRIPTION

This course examines how new media transform contemporary culture and how cultural, economic, and political forces shape these new media technologies. We ask: what constitutes a network culture? What media practices are specific to such a culture? What theories and concepts aid our study of these social and technological changes? This course will be delivered in a 3-hour lecture/workshop format. There are no tutorials for this course.

COURSE CONTENT

This course is divided into four sections that will address a number of specific topics. The four sections are:

1. New Media Frameworks
2. Forms and Content
3. Uses and Outcomes
4. Deviations

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Critically analyse the relationship between new media, society, and culture.
2. Articulate the relationships between technology, industry, production, and consumption.
3. Examine the role of the audience/user in the development and consumption of digital media.
4. Identify and examine sources for the study of technology and culture.
5. Demonstrate competency in the literacies of academic research, writing and argumentation.

TEACHING FORMAT

Students enrolled in this course are required to attend one 3-hour seminar per week. This seminar will consist of a lecture, presentation of relevant audio-visual material, whole-class discussion, and various individual, group, and whole-class activities. Because the course relies on active participation and engagement with media on a day to day basis, students are expected to have completed each week's assigned readings before the seminar and relate the concepts discussed in those readings to their own media experiences.

MANDATORY COURSE REQUIREMENTS

In addition to achieving an overall pass mark of 50%, students must:

- Complete Assignment 2 and submit a hard copy of Assignments 3 and 4 (see below) into the MDIA Drop Slot at 83 Fairlie Terrace and electronic copy to Turnitin via Blackboard on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Attend 8 out of 12 seminars.

WORKLOAD

The expected workload for a 20 point course is 200 hours over the trimester or 13 hours per teaching week. This includes reading and preparation, attendance at seminars, and preparation for and completion of assignments. An approximate break-down is suggested below, although this is a guideline only.

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| 1. Class attendance (12 sessions): | 36 hours |
| 2. Reading and preparation for seminars: | 72 hours |
| 3. Article Analysis and Critique (Assignment 2): | 24 hours |
| 4. Short Essay (Assignment 3): | 24 hours |
| 5. Research Essay (Assignment 4): | 44 hours |

ASSESSMENT

	Assessment items and workload per item	%	CLO(s)	Due date
1	<i>In-Class Reading Quizzes/Responses</i> Short written responses written in class throughout the term. Best 5 of 7 count towards final mark.	10%	1, 2, 3	Variable
2	<i>Article Analysis and Critique</i> 1,000-1,250 word analysis of an academic article.	20%	1, 2, 4, 5	Variable
3	<i>Short Essay</i> 1,500-1,750 word essay about the mediation of daily life.	30%	1, 2, 3, 5	By 11am, Thursday 21 Aug 2014
4	<i>Research Essay</i> 2,200-2,500 word research essay on a new media object (e.g., technology, software, institution) of the student's choice.	40%	1-5	By 11am, Tuesday 28 Oct 2014

Note: Brief descriptions of each assessment are provided below, but specific details for each will be made available on Blackboard well in advance of their due dates.

1. In-Class Reading Responses/Quizzes (10%; 500-700 words total or equivalent)

Throughout the trimester, students will be asked to briefly (in 75-100 words) respond to a question or questions about that week's readings. Students may be asked to define terms, write a short summary of the main point of an article, or other similar activity. Seven responses will be collected throughout the trimester. The specific dates of these responses will be unannounced. The lowest two scores will be omitted from the final mark calculations with the remaining five responses worth 2% each for 10% of the final mark.

2. Article Analysis and Critique (20%; 1,000-1,250 words; variable due dates)

Students will sign up in advance to prepare a written analysis of an article once over the course of the trimester. Students can choose to one of two options:

1. Select a new media text (e.g., image, website, video) or news story and connect these materials the concepts and theories discussed in one of the course readings for that week.
2. Find and critique an academic article or book chapter different from the assigned readings that further informs or contrasts with one of the assigned readings for that week and illustrate those differences/similarities.

Students should be prepared to present elements of their analysis during class. This assignment will have variable due dates throughout the trimester. Students will sign up for their designated week in Week 2.

Note: *This assignment should be posted to Blackboard before the start of class in the assigned week.*

3. Short Essay (30%; 1,500-1,750 words; due Thursday, 21 August 2014)

This essay will ask students to go "screenless" for 72 hours (with reasonable exceptions allowed for work in other courses and employment situations) and then write about their experience, describing what going without digital technologies over this period revealed about the mediation of their daily activities using the course readings to inform their discussion.

Note: *This assignment should be submitted to Turnitin via Blackboard and a hardcopy submitted to MDIA Drop Slot at 83FT.*

4. Research Essay (40%; 2,200-2,500 words; due Tuesday, 28 October 2014)

For the research essay, students will select a new media object (e.g., technology, software, institution) of their choice and write an essay that explores how cultural, historical, economic, and political forces have shaped the development, deployment, use and cultural understanding of that object as well as the impact of that object on contemporary culture and everyday life.

Note: *This assignment should be submitted to Turnitin via Blackboard and a hardcopy submitted to MDIA Drop Slot at 83FT.*

SUBMISSION AND RETURN OF WORK

Work provided for assessment in this course will be checked for academic integrity by Turnitin. Follow the instructions provided in the “Assignments and Turnitin” section of Blackboard.

Hardcopy assignments are submitted in the MDIA drop slot outside the administration office: 83 Fairlie Terrace. Attach an assignment cover sheet or extension form, found on Blackboard or outside the administration office. Remember to fill in your Course Coordinator’s name.

Your marked assignment will be handed back by your tutor in tutorials or during their office hours. Any uncollected assignments can be picked up from the Programme Administrator after the last day of teaching. Assignments will be held in the Administration office until the end of the following trimester. You need to show your student identification to collect marked assignment from the Administration office.

EXTENSIONS AND PENALTIES

Extensions

In exceptional and unforeseen circumstances an extension may be granted. If you require an extension, you must complete an extension request form (available on your course Blackboard site) prior to the assignment due date. This must be accompanied by relevant documentation (e.g. a doctor’s certificate) where appropriate. Tutors cannot grant extensions. **No assignment with or without an extension will be accepted after Friday 7 November 2014.**

Penalties

Work submitted after the deadline will be penalised by a 2.5 percent deduction from your total mark per work day. Late work also receives only minimal comments from your marker.

SET TEXTS

MDIA 309 Student Notes.

You can order student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz.

RECOMMENDED READING

Jenkins, Henry, Sam Ford, Joshua Green, and Joshua Benjamin Green. *Spreadable media: Creating value and meaning in a networked culture*. NYU Press, 2012.

Note: Other recommended articles and news stories will be posted to Blackboard through the trimester as appropriate. There are also several texts you might find useful supplementary reading for this course. A small list includes:

- Bolter, Jay David, and Richard Grusin. *Remediation: Understanding New Media*. Cambridge, Massachusetts: The MIT Press, 2000.
- Bruns, Axel. *Blogs, Wikipedia, Second Life, and Beyond: From Production to Producership*. New York: Peter Lang Publishing, 2008.
- Burgess, Jean, and Joshua Green. *Youtube*. Digital Media and Society Series. Malden, Massachusetts: Polity, 2009.
- Castells, Manuel. *The Rise of the Network Society*. Cambridge, MA: Blackwell, 2000. Print.
- Everett, Anna, and John T. Caldwell, eds. *New Media: Theories and Practices of Digitextuality*. New York: Routledge, 2003.
- Gitelman, Lisa. *Always Already New*. Cambridge, Massachusetts: The MIT Press, 2006.
- Manovich, Lev. *The Language of New Media*. Cambridge, MA: The MIT Press, 2002.
- Miller, Vincent. *Understanding Digital Culture*. Thousand Oaks, California: Sage, 2011.
- Weinberger, David. *Everything Is Miscellaneous: The Power of the New Digital Disorder*. New York: Times Books, 2007.

Contact the Course Coordinator for additional suggestions pertaining to particular subjects.

CLASS REPRESENTATIVE

The class representative provides a useful way to communicate feedback to the teaching staff during the course. A class representative will be selected at the first lecture of the course. Students may like to write the Class Rep's name and details in this box:

Class Rep name and contact details:

STUDENT FEEDBACK

Enhancements made to this course, based on the feedback of previous students, will be covered during the course.

Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php.

In week six or seven of the trimester your class representative will be invited to a meeting with the Programme staff. In week five your class representative will ask the class for any feedback on this course to discuss at this meeting.

OTHER IMPORTANT INFORMATION

The information above is specific to this course. There is other important information that students must familiarise themselves with, including:

- Academic Integrity and Plagiarism: www.victoria.ac.nz/students/study/exams/integrity-plagiarism
- Aegrotats: www.victoria.ac.nz/students/study/exams/aegrotats
- Academic Progress: www.victoria.ac.nz/students/study/progress/academic-progress (including restrictions and non-engagement)
- Dates and deadlines: www.victoria.ac.nz/students/study/dates
- FHSS Student and Academic Services Office: www.victoria.ac.nz/fhss/student-admin
- Grades: www.victoria.ac.nz/students/study/progress/grades
- Resolving academic issues: www.victoria.ac.nz/about/governance/dvc-academic/publications
- Special passes: www.victoria.ac.nz/about/governance/dvc-academic/publications
- Statutes and policies including the Student Conduct Statute:
www.victoria.ac.nz/about/governance/strategy
- Student support: www.victoria.ac.nz/students/support
- Students with disabilities: www.victoria.ac.nz/st_services/disability
- Student Charter: www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter
- Student Contract: www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract
- Subject Librarians: <http://library.victoria.ac.nz/library-v2/find-your-subject-librarian>
- Turnitin: www.cad.vuw.ac.nz/wiki/index.php/Turnitin
- University structure: www.victoria.ac.nz/about/governance/structure
- Victoria graduate profile: www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile
- VUWSA: www.vuwsa.org.nz
- School website: www.victoria.ac.nz/seftms

COURSE PROGRAMME

All required readings are in the MDIA 309 Student Notes unless noted otherwise. All recommended readings are in the recommended text, *Spreadable Media: Creating value and Meaning in a Networked Culture* by Jenkins, Ford and Green.

Section I - Frameworks

Week 1 15 July **Media New and Old**

Readings:

- Gitelman, Lisa. "Introduction." *Always Already New*. Cambridge, Massachusetts: The MIT Press, 2006. 1-22. Print.
- Baym, Nancy. "Making New Media Make Sense." *Personal Connections in the Digital Age*. Malden, Massachusetts: Polity, 2010. 39-76. Print.

Week 2 22 July **Platforms and Affordances**

Readings:

- Hutchby, Ian. "Technologies, Texts and Affordances." *Sociology* 35.2 (2001): 441-56. Print.
- Gillespie, Tarleton. "The Politics of 'Platforms'." *New Media & Society* 12.3 (2010): 347-64. Print.

Recommended Reading:

- Jenkins, Henry, et al. "Reappraising the Residual." *Spreadable Media: Creating Value and Meaning in a Networked Culture*. NYU Press, 2012. 85-112. Print.

Week 3 29 July **Users and Producers**

Readings:

- Jenkins, Henry. "Introduction." *Convergence Culture: Where Old and New Media Collide*. New York: New York University Press, 2006. 1-24. Print.
- Bruns, Axel. "The Future Is User-Led: The Path Towards Widespread Producers." *The Fibreculture Journal*. 11 (2008). Web.
- van Dijck, José. "Users Like You? Theorizing Agency in User-Generated Content." *Media, Culture & Society* 31.1 (2009): 41-58. Print.

Recommended Reading:

- Jenkins, Henry, et al. "Introduction: Why Media Spreads." *Spreadable Media: Creating Value and Meaning in a Networked Culture*. NYU Press, 2012. 1-46. Print

Section II – Forms and Content

Week 4 5 Aug **Social Networks and Connectivity**

Readings:

- van Dijck, José, and Thomas Poell. "Understanding Social Media Logic." *Media and Communication* 1.1 (2013): 2-14. Print. Baym,
- Sauter, Theresa. "'What's on Your Mind?' Writing on Facebook as a Tool for Self-Formation." *New Media & Society* (2013): 1-17. Print.

Recommended Reading:

- Jenkins, Henry, et al. "Where Web 2.0 Went Wrong." *Spreadable Media: Creating Value and Meaning in a Networked Culture*. NYU Press, 2012. 47-84. Print

Week 5 12 Aug **Mobile Media**

Readings:

- Deuze, Mark. "Mobile Media Life." *Moving Data: The iPhone and the Future of Media*. Eds. Snickars, Pelle and Patrick Vonderau. New York: Columbia University Press, 2012. 296-308. Print.
- Goggin, Gerard. "Ubiquitous Apps: Politics of Openness in Global Mobile Cultures." *Digital Creativity* 22.3 (2011): 148-59. Print.

Week 6 19 Aug **User-Generated Media**

Readings:

- Deuze, Mark, Axel Bruns, and Christoph Neuberger. "Preparing for an Age of Participatory News." *Journalism practice* 1.3 (2007): 322-38. Print.
- Daubs, Michael. "Subversive or Submissive? User-Produced Flash Cartoons and Television Animation." *Animation Studies* 5 (2010): 51-59. Print.
- Shifman, Limor. "Memes in a Digital World: Reconciling with a Conceptual Troublemaker." *Journal of Computer-Mediated Communication* 18.3 (2013): 362-77. Print.

Recommended Reading:

- Jenkins, Henry, et al. "Courting Supporters for Independent Media." *Spreadable Media: Creating Value and Meaning in a Networked Culture*. NYU Press, 2012. 229-258. Print.

Note: Assignment 3 (Short Essay) due 11am, Thursday 21 Aug 2014

Mid Trimester Break: Monday 25 August to Sunday 7 September 2014

Section III – Uses and Outcomes

Week 7 9 Sept **Monetisation**

Readings:

- McGuigan, Lee, and Vincent Manzerolle. "All the World's a Shopping Cart": Theorizing the Political Economy of Ubiquitous Media and Markets." *New Media & Society* (2014): 1-19. Print.
- Wasko, Janet, and Mary Erickson. "The Political Economy of Youtube." *The Youtube Reader*. Eds. Snickars, Pelle and Patrick Vonderau. Stockholm, Sweden: National Library of Sweden, 2009. 372-86. Print.

Recommended Reading:

- Jenkins, Henry, et al. "The Value of Media Engagement." *Spreadable Media: Creating Value and Meaning in a Networked Culture*. NYU Press, 2012. 113-152. Print.

Week 8 16 Sept **Digital Labour**

Readings:

- Terranova, Tiziana. "Free Labor: Producing Culture for the Digital Economy." *Social Text* 18.2 (2000): 33-58. Print.
- Kuehn, Kathleen, and Thomas F Corrigan. "Hope Labor: The Role of Employment Prospects in Online Social Production." *The Political Economy of Communication* 1.1 (2013). Print.
- Andrejevic, Mark. "Exploiting Youtube: Contradictions of User-Generated Labor." *The Youtube Reader*. Eds. Snickars, Pelle and Patrick Vonderau. Stockholm, Sweden: National Library of Sweden, 2009. 406-23. Print.

Week 9 23 Sept **Digital Citizenship**

Readings:

- Dahlberg, Lincoln. "Re-Constructing Digital Democracy: An Outline of Four 'Positions'." *New Media & Society* 13.6 (2011): 855-72. Print.
- Goode, Luke. "Cultural Citizenship Online: The Internet and Digital Culture." *Citizenship Studies* 14.5 (2010): 527-42. Print.

Week 10 30 Sept **Digital Activism**

Readings:

- Barney, Darin. "Politics and Emerging Media: The Revenge of Publicity." *Global Media Journal -- Canadian Edition* 1.1 (2008): 89-106. Print. **Available on Blackboard.**
- Gerbaudo, Paolo. "Introduction." *Tweets and the Streets: Social Media and Contemporary Activism*. New York: Pluto Press, 2012. 1-15. Print.

Section IV – Deviations

Week 11 7 Oct **Vertical Cinema**

- Guest Lecture by Dr. Miriam Ross.
- Readings for this week will be made available later in the trimester.

Week 12 14 Oct **Rogue Media**

Readings:

- Newman, Michael Z. "Free TV File-Sharing and the Value of Television." *Television & New Media* 13.6 (2012): 463-79. Print.
- Cammaerts, Bart. "Networked Resistance: The Case of Wikileaks." *Journal of Computer-Mediated Communication* 18.4 (2013): 420-36. Print.

Recommended Reading:

- Jenkins, Henry, et al. "Thinking Transnationally." *Spreadable Media: Creating Value and Meaning in a Networked Culture*. NYU Press, 2012. 259-290. Print.

Note: Assignment 4 (Research Essay) due 11am, Tuesday 28 Oct 2014