

## BTMM W349 – Advanced Topics in Social Processes: New Media Theories and Issues

### Prof. Zizi Papacharissi

Broadcasting, Telecommunications, and Mass Media

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### Course description

This course will focus on communication theories and issues that apply to new media technologies. Even though we will discuss many latest technological developments, we will spend more time discussing computer and Internet-related technologies. We begin by reviewing the term new media and examining the history of computers and the Internet. We then cover several communication theories as they relate to new media technologies and start on our discussion of new media issues. Throughout the semester we will discuss informational uses and social consequences of new media, e-commerce, work in the information age, the digital divide and access questions, policy concerns, privacy, online security, copyright, democracy, and politics. We finish the semester with a look at future developments and how they can affect our daily existence. This is a writing intensive course, so heavy emphasis will be placed on articulating your own ideas in class discussions and in writing.

### Course Objectives

- To think, speak, and write about new media theories and issues in an articulate and informed manner.
- To improve student writing abilities.
- To inform students of conceptual issues and latest developments in new media technologies.
- Understand the economic, political, social, and cultural implications of new media.

### Reading materials

- Holeyton, R. (1998). Composing Cyberspace: Identity, Community, and Knowledge in the Electronic Age. New York: McGraw-Hill. Available at the Temple bookstore.
- **Readings on reserve:** Several required readings have been placed on reserve at the Blittman and Paley libraries. You are to obtain those and make copies for your own use. All readings on reserve are **required** and should be completed as scheduled.
- **Online readings:** Several required readings are available online – I have linked to them from our course schedule on the course site, and you are to complete these **required** readings as scheduled.

### Assignments

This is a writing intensive course. This means that emphasis is placed on writing, both in exams and written assignments. There will only be one **exam** in this course, in the format of short answer questions, and amounts to 20% of your grade. The remaining two assignments are one book report and a research paper.

**Book report** (5-7 double-spaced pages): Select one book from the list provided at the end of the syllabus. You may choose a book not included in the list, but you should first check with me in that event. You should not review the textbook used in this class. You should NOT review a book that you are reading or reviewing

for another class. Read the book of your choice, and locate 2-3 reviews of it. Write a brief summary, an analysis, and review of the book. Summarizing the book should only take up 30% of your report; the remainder should be an analysis and evaluation of the author's ideas. Using your own judgment, readings from the class, and other reviews you looked up, criticize the structure of the book, the arguments and evidence presented in it, the writing style, and other relevant elements. This assignment is also worth 20% of your grade.

**Research paper** (15 pages for undergraduates, 20-25 for graduates): Look over the subjects and readings covered in class and choose a topic for your final research paper. Your topic should be specific and phrased in the form of a question or a thesis statement. You will be allowed to submit outlines, drafts, and rewrites of this paper before the final version is due, since this is a writing intensive course. Some outside research will be required for this paper – you will need to have a minimum of five research sources cited. We will discuss the format of this paper in greater detail later on in class. This assignment is worth 50% of your grade. If any topics, outlines, drafts or final versions are turned in late or not turned in at all, points will be deducted from your total score.

**Class participation:** Participation in class discussions is required and factored into your grade. Readings should be completed before the date for which they are assigned, so that you can respond to questions posed in class in an informed manner.

### **Attendance**

Attendance is required and factored into your final grade. You are responsible for materials covered in classes missed. Exams make-ups are not offered and assignment deadlines not extended. If there is a serious reason why you need an extension, then you need to notify me ahead of time. Any requests made past the assignment deadline will NOT be considered.

### **Special Needs**

It is our desire that all students participate fully in the curriculum of our department. If you have a disability or special condition that compromises your ability to successfully participate in this class, please notify me as soon as possible and make sure you register with the appropriate University office. All efforts will be made to accommodate your needs.

### **Honor Code**

All students are expected to read and observe Temple University's Honor Code Policy concerning academic integrity.

### **Plagiarizing**

When facts or other material are obtained from an outside source, that source should be cited properly in the text and the bibliography/references section of your work. Plagiarism is defined as taking the words or ideas of another person and presenting them as one's own without proper credit. Plagiarizing is considered cheating, and a student who plagiarizes will receive a zero for that assignment and/or a failing grade for the course. If you are not certain that you are citing materials properly, feel free to double check your citations with me.

### **Grading scale:**

<b>A</b> = 100-93	<b>A-</b> = 92-90		
<b>B+</b> = 89-87	<b>B</b> = 86-83	<b>B-</b> = 82-80	
<b>C+</b> = 79-77	<b>C</b> = 76-73	<b>C-</b> = 72-70	
<b>D+</b> = 69-67	<b>D</b> = 66-63	<b>D-</b> = 62-60	59 and below = <b>F</b>

## **COURSE SCHEDULE**

Reading assignments should be completed prior to the date for which they are assigned. You should come to class prepared to discuss what you have read. This schedule is tentative – you will be advised of changes. Other than your textbook, we will also be looking at readings on library reserve or available online. To look at the readings available online, access our syllabus (<http://astro.temple.edu/~zpacacha/W349syl.html>) and click on the readings.

Res: available on reserve, Blittman and Paley

OL: available online, click on reading on class website

CC: Composing Cyberspace

DATE	TOPICS	READINGS	ASSIGNMENTS
Jan. 17	Introduction to the course		
Jan. 22- 24	New media origins and history	<ul style="list-style-type: none"> <li>Rushkoff, "Operating from total oblivion" -res</li> <li>Pavlik, "Historical Perspectives: Media at the Millennium"-res</li> </ul>	
Jan. 29-31	Internet as mass medium	<ul style="list-style-type: none"> <li>Morris &amp; Ogan, "Internet as a mass medium" – res</li> <li>CC, chapters 6 and 7</li> </ul>	
Feb. 5-7	New media theories	<ul style="list-style-type: none"> <li>Schement &amp; Curtis, "New Industrial Society" – res</li> <li>Pavlik, "Theoretical Perspectives. . ." – res</li> <li>Walther, "Interpersonal effects. . ." –res</li> <li>McLuhan &amp; Powers, "The resonating interval" -res</li> </ul>	
Feb. 12-14	Informational uses/convergence	<ul style="list-style-type: none"> <li>Schement &amp; Curtis, "Interconnectedness" –res</li> <li>Pavlik, "From convergence to the Information Superhighway. . ." –res</li> <li>Pavlik, "The Technology" - res</li> </ul>	<b>Topic and short description due Feb. 12</b>
Feb. 19-21	E-commerce	<ul style="list-style-type: none"> <li>Shapiro &amp; Varian, "The information economy" - res</li> <li>Wired, "Capitalist E-construction" - ol</li> <li>Wired, "Wired Index: 40 companies driving the future"-ol</li> <li>Fortune, "Dot-coms: What have we learned" – res</li> <li>Fortune, "50 Lessons" - res</li> </ul>	
Feb. 26-28	Work culture and careers	<ul style="list-style-type: none"> <li>Schement &amp; Curtis, "Information Work" –res</li> </ul>	<b>Feb. 26 - Midterm</b>
Mar. 12-14	Social consequences: Divide/access issues (Mar. 12) Identity (Mar. 14)	Mar. 12 – Digital Divide <ul style="list-style-type: none"> <li>Falling through net study – ol</li> <li>Digital divide network – ol</li> <li>Digital divide - ol</li> </ul> Mar. 14 - Identity <ul style="list-style-type: none"> <li>CC, chapters 1 and 2</li> </ul>	<b>Topic, outline (extensive) and references due Mar. 14</b>
Mar. 19-21	Community (Mar. 19) Internet Use Effects (Mar. 21)	Mar. 19 – Community <ul style="list-style-type: none"> <li>CC, chapters 3 and 4</li> </ul> Mar. 21 – Internet Use Effects <ul style="list-style-type: none"> <li>Katz &amp; Aspden, "A nation of strangers?" – ol</li> <li>Kraut et al., "Internet Paradox" - ol</li> </ul>	
Mar. 26-28	Internet Use Effects	Mar. 26 – Internet Use Effects <ul style="list-style-type: none"> <li>Markoff- "A newer, lonelier crowd. . ." –ol</li> <li>Stanford study online -ol</li> <li>Malamud Smith, "Online but not antisocial" -ol</li> </ul>	<b>Book report due Mar. 28</b>

DATES	TOPICS	READINGS	ASSIGNMENTS
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Apr. 2-4	Internet, Politics, and Democracy Privacy Security Copyright	<ul style="list-style-type: none"> <li>• CC, chapters 5 and 8</li> <li>• Pavlik, "The legal and regulatory env. . . " - res</li> </ul>
Apr. 9-11	Information Policy	<ul style="list-style-type: none"> <li>• Wired, "Fear and Trembling. . ." - ol</li> <li>• McChesney, "The Internet and U.S. . . ." - res</li> <li>• Shapiro and Varian, "Information policy" - res</li> </ul>
Apr. 16-18	Future developments	<ul style="list-style-type: none"> <li>• Joy, "Why the Future doesn't need us" - ol</li> <li>• Responses to Joy's article - ol</li> <li>• Wired diaries - ol</li> <li>• CC ch. 9</li> </ul>
Apr. 23-25	Paper presentations	
Apr. 30	Conclusion	

**Draft due Apr. 11**

**Optional draft  
due Apr. 23**

**Final papers due  
Apr. 30**

### List of books for book report

- Baym, N. K. (1999). Tune In, Log on: Soaps, Fandom, and Online Community. Corwin Press.
- Castells, M. (2000). The rise of the network society. Malden, MA: Blackwell.
- Castells, M. (1997). The information age, vol. II: The power of identity. Malden, MA: Blackwell.
- Castells, M. (2000). End of millennium. Malden, MA: Blackwell.
- Haraway, D. J. (1991). Simians, cyborgs, and women: The reinvention of nature. New York: Routledge.
- Hill, K. A., & Hughes, J. E. (1998). Cyberpolitics: Citizen activism in the age of the Internet. New York: Rowman & Littlefield Publishers, Inc.
- Holtzman, S. (1997). Digital Mosaics. New York: Simon & Schuster.
- Jones, S. G. (Ed.) (1995). Cybersociety: Computer-mediated communication and community. Thousand Oaks, CA: Sage.
- Holmes, D. (Ed.) (1997). Virtual politics: Identity & community in cyberspace. Thousand Oaks, CA: Sage.
- Jones, S. G. (Ed.) (1997). Virtual culture: Identity and communication in cybersociety. Thousand Oaks, CA: Sage.
- Kiesler, S. (Ed.) (1997). Culture of the Internet. Mahwah, NJ: Erlbaum.
- Kling (Ed.) (1996). Computerization and controversy. Boston: Academic Press.
- Laurel, B. (1993). Computers as theatre. New York: Addison-Wesley.
- Marvin, C. (1988). When old technologies were new : Thinking about electric communication in the late nineteenth century. New York: Oxford University Press.
- Negroponte, N. (1995). Being Digital. New York: Knopf.
- Porter, D. (Ed.) (1997). Internet culture. New York: Routledge.
- Stone, A. R. (1996). The war of desire and technology at the close of the mechanical age. Cambridge, MA: MIT Press.
- Strate, L., Jacobson, R., & Gibson, S. B. (Eds.) (1995). Communication and cyberspace: Social interaction in an electronic environment. Cresskill, NJ: Hampton Press.
- Turkle, S. (1984). The second self: Computers and the human spirit. New York: Simon & Schuster.
- Turkle, S. (1995). Life on the screen: Identity in the age of the Internet. New York: Simon & Schuster.

