



“Earthrise,” as televised from the moon (1970)

COURSE SUMMARY

Media have changed our views of the universe and technology has changed our existence. Almost everyone uses media in their everyday life — from cell phones to cyberspace, radio to raves, computers to cinema, iPods to the internet. In so doing, we rarely ever think about the underlying meanings and functions of these media technologies in our everyday lives. From the human mind, we have extended media technologies around the world, and throughout the universe, for the purpose of mapping that world and then representing that world to us. As symbolized by the “Earthrise,” we now live in a mediated world, which is expanding precisely as the technologies shrink. In sum, this course will explore what it means to live a mediated life.

GOALS AND OUTCOMES

The essential goal of this course is for students to comprehend the nature, meaning, and effects of living in a technologically mediated world. By the end of this course, students will:

- understand media technology via metaphors: memory-mind, mirror-mirage, market-master, map-model, matrix-cosmos.
- be empowered to analyze the media of everyday life from the foundation of a larger intellectual and cultural framework.
- realize that media technologies are not neutral — as media expand in power, they change our view of the universe and our place in it on Earth.
- understand that everyday life is dependent on media technology — from science to ecology to economics to entertainment to security to freedom.
- comprehend the role media technology has played in the organization of society — economically, socially, and culturally.
- view media technologies as expanding “information environments” that are indicative of living in a mediated world.

INSTRUCTOR

Dr. Barry Vacker

Office: Annenberg 224 Office Hours: 11:00 – 12:15 MW; TUC 314 4:00 – 4:30 MW; or by appointment.

bvacker@temple.edu Office Phone: 215.204.3623

Preferred methods of contact – interpersonal: 1) come up to me before or after class; 2) drop by during office hours
electronic: 1) send an email; 2) call on the office telephone

TEACHING ASSISTANTS

These are the Teaching Assistants assigned to this course, along with contact information and office hours:

Nuala Cabral	nuala.cabral@temple.edu	Tuesday 1:30 – 2:30	Annenberg Hall Atrium
Lingling Pan	lpan@temple.edu	Monday 2:40 – 3:40	Annenberg Hall Atrium

REQUIRED TEXT

Media and Society in the Digital Age, by Kevin Kawamoto. Publisher: Allyn and Bacon, 2003. ISBN: 0-536-32660-6.

Note: This textbook a custom edition with new chapters for this class; the text has “Temple University” on the cover.

Available at the Temple University bookstore.

Select articles from *Wired* magazine (available by number in the “archive” at www.wired.com/wired/)

GRADING AND EXAMS

There will be three exams and one media critique over the course of the semester. If you miss one of the exams, then your grade for that exam will be zero. The breakdown is as follows:

Exam 1	= 20%	(February 18, Wednesday)
Exam 2	= 20%	(April 1, Wednesday)
Final Exam	= 30%	(May 11, Monday)
Media Critique	= 15%	(April 29, Wednesday)
Attendance	= <u>15%</u>	
	100%	

Exams may contain three kinds of questions — essay, short answer, multiple choice. The difficulty of the exam questions will vary, but they are designed to test student reading and comprehension of class materials — readings, class discussion, and films/videos. Exam questions will stress the “big picture” rather than trivial details. Approximately 1/3 of the questions will come from the readings in the text, 1/3 from the lectures and class discussions, and 1/3 from the films and videos. The final exam is comprehensive and mandatory.

Media Critique

The media critique will be a five-page written report based on the theories and topics in the class. In the week after the first exam, you will receive a handout detailing the critique. *Due date: April 29, Wednesday (no exceptions).*

Academic Dishonesty

Regarding academic dishonesty, this class will abide by the rules of Temple University. Cheating on exams will get you dropped from the class — NO EXCEPTIONS. The Temple Student Handbook states:

Temple University strongly believes in academic honesty and integrity. Plagiarism and academic cheating are, therefore, prohibited.

There is nothing wrong with citing the works of others, just make sure you give them credit. In return, you get credit for doing so, and citing them can enhance your learning. If you are not certain that you are using or citing materials properly, then please check with the TAs or Dr. Vacker.

Academic honesty and plagiarism

Adapted from the Temple University policy statement on academic integrity, passed by the Academic Senate on April 19, 1989.

Plagiarism is the unacknowledged use of another person's labor: another person's ideas, words, or assistance.

There are many forms of plagiarism: repeating another person's sentence as your own, adopting a particularly apt phrase as your own, paraphrasing someone else's argument as your own, or even presenting someone else's line of thinking in the development of an idea as though it were your own. Academic writing is built upon the use of other people's ideas and words — this is how ideas are developed — but appropriate credit must always be given to the originator.

In general, all sources must be identified as clearly, accurately, and thoroughly as possible. When in doubt about whether to identify a source, either cite the source or consult your instructor. Here are some specific guidelines to follow:

a. Quotations. Whenever you use a phrase, sentence, or longer passage written (or spoken) by someone else, you must enclose the words in quotation marks and indicate the exact source of the material, including the page number of written sources.

b. Paraphrasing. Avoid closely paraphrasing another's words. Substituting an occasional synonym, leaving out or adding an occasional modifier, rearranging the grammar slightly, or changing the tenses of verbs simply looks like sloppy copying. Good paraphrasing indicates that you have absorbed the material and are restating it in a way that contributes to your overall argument. It is best to either quote material directly, using quotation marks, or put ideas completely in your own words. In either case, acknowledgment is necessary. Remember: expressing someone else's ideas in your own way does not make them yours.

c. Facts. In a paper, you will often use facts that you have gotten from a lecture, a written work, or some other source. If the facts are well known, it is usually not necessary to provide a source. (In a paper on American history, for example, it would not ordinarily be necessary to give a source for the statement that the Civil War began in 1861 after the inauguration of Abraham Lincoln.) But if the facts are not widely known or if the facts were developed or presented by a specific source, then you should identify that source.

d. Ideas. If you use an idea or ideas that you learned from a lecture, written work, or some other source, then you should identify the source. You should identify the source for an idea whether or not you agree with the idea. It does not become your original idea just because you agree with it.

Penalties for violation of Temple University's academic honesty policies can range from a failing grade for the assignment or the entire course to referral to the university disciplinary committee.

Your professor and TAs stand by this policy.

Attendance

This class relies on class discussion and student participation. To encourage attendance, we have created an attendance plan. Simply put, the more classes you attend, the more points you earn toward your final grade. *If you miss class or film screening, it is your responsibility to get notes from a classmate and watch the film on your own time. Films and videos will not be loaned out for private viewing.* Excluding the first week, exams days, and holidays, there will be a total of 25 class meetings. Attend 24 and get the full 15 points. Note that you get one free miss!

Classes	Points	Classes	Points	Classes	Points	Classes	Points
<u>Attended</u>	<u>Earned</u>	<u>Attended</u>	<u>Earned</u>	<u>Attended</u>	<u>Earned</u>	<u>Attended</u>	<u>Earned</u>
24	15	22	12	20	6	18 or less	0
23	14	21	9	19	3		

Note: It is your responsibility to ensure you are in your assigned seat, otherwise you will be counted absent. If you need to miss class for a religious holiday, please let the professor know in writing and verbally (before or after class, or in office hours).

Make-up exams

NO makeup exams are permitted for the tests, unless you miss class for Temple-approved academic events or sports activities. If you need to miss an exam for one of these reasons, then you need to provide the professor with written and signed (by appropriate school representative) documentation prior to the exam. NO other reasons are acceptable. This is only fair to those fellow students who take the exam as scheduled. Grades will be assigned according to the criteria of:

100-93 = A	89-86 = B+	79-76 = C+	69-66 = D+	59-0 = F
92-90 = A-	85-83 = B	75-73 = C	65-63 = D	
	82-80 = B-	72-70 = C-	62-60 = D-	

Slackers

If you miss many classes or an exam, then you will have difficulty passing this course. You are expected to actively participate in this course, just like you do with media in your everyday life! Any topic discussed in class will be assumed to have been heard by everyone. If you miss a class, please feel free to ask questions of the professor or TAs; however, do not expect us to recite the class lecture for you.

Text messaging, emailing, and web surfing during class

Instant access to everything online is surely a permanent feature of digital media in everyday life, especially on college campuses. Obviously, there are many advantages and benefits to these technologies. However, text messaging, emailing, and web surfing in class are far too often a *detriment to concentrating and learning in a college classroom*. First, you cannot concentrate on class material when you are texting and surfing online; this will hinder your understanding of complex ideas and reduce your performance on the exams and projects. Second, the glowing imagery on your laptop or cell phone screen is a distraction and discourteous to others around you, especially when we are screening film clips. So, do yourself and your classmates a favor: avoid texting, emailing, and surfing during class. Your mediated world and friends will still exist when the class is over at 2:30!

How to do well in this course

The best way to do well in this course is simple: come to class, pay attention during class, avoid texting and web surfing in class, stay up on the readings, study hard, and have an open mind. Also, let your professor and/or TAs know if you have any questions!

SPECIAL ACCOMMODATIONS

Any student who has a need for accommodation based on the impact of a disability should contact Professor Vacker privately to discuss the specific situation as soon as possible. Contact Disability Resources and Services at 215.204.1280 in 100 Ritter Annex to coordinate reasonable accommodations for students with documented disabilities.

ACADEMIC FREEDOM

Temple University has requested that the following information be included on all course syllabi:

Freedom to teach and freedom to learn are inseparable facets of academic freedom. The University has a policy on Student and Faculty and Academic Rights and Responsibilities (Policy #03.70.02) which can be accessed through the following link: http://policies.temple.edu/getdoc.asp?policy_no=03.70.02.

CLASS PROTOCOL

In general, your professor is an easy-going guy who prefers his classes to be open forums for ideas and opinions relevant to class topics. However, a few rules are needed:

- please arrive to class on time; lectures, discussion, and films will begin promptly.
- turn off all cell phones, iPhones, and Blackberries.
- please show respect and courtesy to fellow students at all times.
- feel free to ask questions during discussions or at appropriate moments during class lecture.
- We want all of you to do well in this class, so feel free to approach your professor and TAs with questions before or after class, or during office hours.

COURSE OUTLINE AND SCHEDULE

BTMM 1041 – SPRING 2009

NOTE: you should complete the readings prior to the scheduled class period.

Week 1	INTRODUCTION	READINGS
Jan 21	introduction to course; review syllabus; living in a mediated world. media metaphors: memory-mind, mirror-mirage, market-master, map-model, matrix-cosmos. — film clips: Barack Obama’s Inauguration Speech (“Demands of a new age”: economy, science, technology, innovation, universities)	
MEDIA, CULTURE, AND THE COSMOS		
Week 2 Jan 26, 28	MEDIA AS MIRROR: CHANGING SCIENCE media, science, ecology; media change our view of the universe and our place in it film clips: <i>Contact</i> (1997)	Preface: vii-xi
Week 3 Feb 2, 4	MEDIA AS MEMORY-MIND: THE “GLOBAL BRAIN” Big Bang 2: Moore’s Law; expanding media power. evolution of information: from genes to brains to books to computers to cyberspace. film clips: <i>Cosmic Voyage</i> (1996); <i>2001: A Space Odyssey</i> (1968)	Chapter 1: 9-16 Chapter 2: 20-26 Ch 4: 47-49, Ch 5: 68-69
Week 4 Feb 9, 11	MEDIA AS MODEL: GLOBAL VILLAGE AND INFORMATION SOCIETY technology and the acceleration of everyday life; industrial & information societies. documentaries: <i>Koyaanisqatsi</i> (1983) and <i>Naqoyqatsi</i> (2002)	Chapter 1: 17-18
Week 5 Feb 16, 18	MEDIA AS MAP: mapping the territories; doc: <i>No Maps for These Territories</i> (2001) <i>Exam 1: February 18, Wednesday</i>	Ch 10 (Cyberspace: 111-12, 114-121) All readings: weeks 1-5
LIVING IN A MEDIATED ENVIRONMENT		
Week 6 Feb 23, 25	MEDIA AS MARKET: THE GLOBAL MEDIA ECONOMY Apple, Microsoft, and the emergence of a trillion dollar network. film clips: <i>The Pirates of Silicon Valley</i> (2000)	Introduction: 3-8 Ch 4: 50-5, Ch 5
Week 7 Mar 2, 4	MEDIA AS MARKET: E-COMMERCE & DOTCOMS cyberspace, media commerce, copyright, intellectual property film clips: <i>Tron</i> (1982) online article: “10 Years That Changed The World” (<i>Wired</i> 13.08, www.wired.com/wired/archive/13.08) <i>Spring Break</i>	Chapter 6 online reading
Week 8 Mar 16, 18	MEDIA AS MASTER: SURVEILLANCE, SECURITY, FREEDOM can surveillance provide security against terrorism? the end of privacy? film clips: <i>1984</i> (1984), <i>Minority Report</i> (2004) online article: “Surveillance Society” (<i>Wired</i> 9.12, www.wired.com/wired/archive/9.12)	Introduction: 1-2 Ch 4: 56-57, Ch 7: 83-90 online reading
Week 9 Mar 23, 25	MEDIA AS MIRROR/MIRAGE: CELEBRITIES & SCREENS Movie stars, famous athletes, YouTube, myspace, facebook film clips: <i>Simone</i> (2002) online article: “YouTube Grows Up” (<i>Wired</i> 12.14 http://www.wired.com/wired/archive/14.12/youtube.html).	online readings
Week 9 Mar 30, Apr 1	MEDIA AS MASTER/MAP: MEDIATED WAR warfare and the electronic screen; doc: to be determined. why do many films show computers taking over the world/destroying the world? <i>Exam 2: April 1, Wednesday</i>	Chapter 8: 94-95 All readings: weeks 6-10
Week 11 April 6, 8	MEDIA AS MAP/COSMOS: ELECTRONIC MUSIC & VIDEO GAMES rock concerts to raves, video games to VR; immersion in mediated environments. film clips: <i>Better Living Through Circuitry</i> (1999); <i>Video Games</i> (2002) online article: “Moby” (<i>Wired</i> 10.05, www.wired.com/wired/archive/10.05/) online articles: “Sports Rule” & “Unreal Estate Boom” (<i>Wired</i> 11.01, www.wired.com/wired/archive/11.01/)	Ch. 11 (VR 101): 126-139 online readings
Week 12 Apr 13, 15	MEDIA AS MAP: HOMES & MEDIA ENVIRONMENTS Media in the home of the future? “Smart homes,” “wired communities”; pros/cons documentary: <i>Digital Living 2025</i> (2000)	Chapter 5: 63-70 Chapter 8: 95-102
Week 13 Apr 20, 22	MEDIA AS MAP/MATRIX/COSMOS: CITIES & ECOLOGY Times Square and the mediated world emerging from the screen; media and ecology documentary: <i>Times Square</i> (2001); <i>An Inconvenient Truth</i> (2006)	—
Week 14 April 27, 29	MEDIA AS MAP/COSMOS: CITIES & EARTH Las Vegas and the mediated city; Google Earth and the mediated planet documentaries: <i>Las Vegas</i> (2002); <i>Synthetic Pleasures</i> (Iara Lee 1997) online article: (<i>Wired</i> 15.07: “The Whole Earth Catalogued”) <i>Media Critique: Due April 29, Wednesday</i>	online reading
Week 15 May 4	A MEDIA COSMOS? just how mediated is your future? course wrap-up and review for final.	
FINAL EXAM: Monday, May 11, 11:30 – 1:30 The final exam is comprehensive and mandatory. Everyone must take the exam as scheduled.		