



## DIGITAL MEDIA IN A SOCIAL CONTEXT

### Course Syllabus

#### Course Code

#### Description

This course uses the interdisciplinary approach of media studies to explore the debates around the role of media in society, and tackles applications and relevance of digital media in various industries such as marketing, advertising, industrial design, et al.

#### Objectives

##### General

This course aims to explore the dynamics of digital media and the same time, the ways in which those dynamics shape, and have been shaped by, ongoing processes of social change.

##### Specific

At the end of the term, the student will be able to:

- critique and synthesize the ways others have have characterized the social impact of digital media
- construct theories of how digital media and social life interact

#### I. Digital Media Overview

##### Required Readings:

- *Vannevar Bush, "As We May Think," on line:*  
<http://www.ps.uni-sb.de/~duchier/pub/vbush/vbush.shtml>.
- Kevin Kelly, "The Computational Metaphor," on line:  
[http://www.kk.org/thetechnium/archives/2006/02/the\\_computation.php](http://www.kk.org/thetechnium/archives/2006/02/the_computation.php)

#### II. History and Evolution of Mediated Communication

- A. Radio
- B. Television and Cinema
- C. Cable
- D. Telephone
- E. Internet
- F. Advertising

*Required Readings: New Media Technology (personal)*

#### III. Technological Communication Theories

- A. Technological or Media Determinism
  1. Technology-Led Theory

2. Technological Reductionism

3. Universalism

B. "The Medium is the Message"

*Required Readings:*

- *Technological Determinism* by Daniel Chandler
- Federman, M. (2003). *What is the meaning of "The medium is the message?". [unpublished essay]* [http://individual.utoronto.ca/markfederman/article\\_mediumisthemessage.htm](http://individual.utoronto.ca/markfederman/article_mediumisthemessage.htm)
- Dibbell, J. (1993). A rape in cyberspace. *The Village Voice*, 36-42
- *Communication Theories (personal)*

IV. Digital Media and the Self

A. Digital Identity

B. Cyborg and Sexuality

*Required Readings:*

- Turkle S. (January 1996). *Who am we?*. *Wired Magazine*. No 4(1). Retrieved November 10, 2006, from <http://www.wired.com/wired/archive/4.01/turkle.html>
- Haraway D. *A Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century*. *Cyborgs and Women: The Reinvention of Nature* (New York; Routledge, 1991), pp.149-181.