

Comm 1250  
Survey of New Media

Class meeting: section a: 12:30-1:50pm MW

location: H 119

Final: Wednesday 12/10; 12:30-2:30

Instructor : Lenig

Preferred email: slenig@columbiastate.edu

Office: Hickman 149

Office phone: 931-540-2877

Office Hours: 7-10:30AM/MW (Office hours does not mean I will necessarily be in the office. I could be in the Library, in conference, hiring, in committee, writing a scholarly publication, researching for your class, etc. It just means I'm generally available. If you want to be sure to catch me, make an appointment)

Texts:

\* Lister: New Media: a Critical Introduction

\*other materials/online data/reserve may be assigned at the instructor's discretion

**Course Description:** This is a new media communication course and out subject is discussing and working with new media, some of it arising as we speak.

The course is designed to aid students in understanding the complex interdisciplinary field of NEW communication in contemporary society. Students will

- a. learn about the history of new media comm;
- b. practice through exercises in comm media;
- c. explore multicultural and different modes of comm;
- d. and become familiar with various mass comm areas.

Methods: Instruction is conducted by lecture/discussion, analysis of media, laboratory experience using media. This class is a research and writing class, and it is expected that students will write and communicate effectively.

**Course Objectives:** Students will:

- \* (a) achieve competency in learning about new media
- \* (b) achieve skills in media awareness
- \* (c) learn to manipulate media in the creation of public presentations
  - \* (d) learn about the art of video/computers and the web
  - \* (e) become familiar with the rich history of new communication
- \* (f) learn how to think critically about new media
- \* (g) practice researching, writing outlines and presenting data
- \* (h) broaden understanding of multicultural new media communication
- \* (i) recognize the terms of new media
- \* (j) dress and act appropriately to influence the thinking of others when discussing media



**Methods:** This course is an experimental methods section. Use of media, student discussion and guided research will be the means of instruction. There will be very little lecturing. After assignments are given students will be responsible for leading the discussion. Discussion teams will be assigned.

**POLICIES:**

**ATTENDANCE:** There are 32 class meetings.

No leaving class early/no arrival late.

**10 points deducted EVERY TIME a student leaves early or arrives late.**

**One unexcused absences** drops a letter grade.

**Two unexcused absences:** two letter grade drop.

If you are not in the class when I take roll, **that means you are absent.** It is when I call roll, not when you show up that class begins. This is my class, and you are a participant to be examined, to learn and to obey. You do not make the rules. I do. No snack, smoke or bathroom breaks every five minutes. We take regular breaks. Take yours then.

More than two unexcused absences: **FAIL.** Absences on assignment days: **DOUBLE** (whether or not you are speaking!)

Excused Absences: only documented illnesses, a death in immediate family; jury duty; approved campus event. No other!

**No cell phones, no beepers, no texting, no outside distractions....focus on your class. 20 points deducted for every single infraction. Do not annoy me with your private life and gadgets.**

**Essay submission:** Essays will be submitted before the class on the due date to the online campus site. **No papers will be accepted in paper form. Only internet electronic submission of essays.** ALL PAPERS WILL BE IN **.DOC format**, NOT DOCX, NOT WPS, NOT OTHER FORMATS. THESE ARE NOT STANDARD FORMATS AND THEY ARE NOT UNIVERSALLY READABLE. .DOC IS THE STANDARD BECAUSE TO DATE IT IS THE MOST UNIVERSALLY READABLE FORMAT. THIS MAY CHANGE IF DOCX BECOMES FASHIONABLE BUT IT IS ONLY A YEAR OLD AND THERE ARE NOT ENOUGH USERS THAT CAN READ THAT FORMAT. ANY OTHER FORMAT SUBMISSION IS AN F.

**Daily Notecards:** I will make four exams for the class. But there will be note card assignments to make sure you keep up with readings. I will pick these up **daily. Remember this is a participation class. I don't teach it as much as you actively learn by reading, writing and speaking.** If you aren't reading, then you can't contribute.

**Exams: are online** at the online campus site.

<https://elearn.columbiastate.edu/>

Exams will be timed and you are not to use any books or note to take them. In fact using notes or the book would probably make you fail the quizzes. It would cut into your time to answer questions.

**Late papers:** None! Assignment dates are firm and in the syllabus. You know them NOW!

If any assignments are late and for some reason accepted. There will be a penalty for turning in any written late work.

If you think you will miss an assignment, make arrangements to complete it in advance.

**If the instructor chooses to accept a late paper:**

10% off:1 day late 20%:2 days late 30%:3 days 40%:4 days 50%: 5 days (why bother?)

**TYPING:EVERYTHING typed.**

**All assignments submitted electronically in .doc FORMAT to:**

**online campus** at: <https://elearn.columbiastate.edu/>

DO NOT ENTER ONLINE CAMPUS THROUGH CHARGER NET. THAT SYSTEM BOOTS STUDENTS AFTER A FEW MINUTES. IF YOU ARE BOOTED YOU COULD LOSE OR NOT FINISH A QUIZ....DO NOT ENTER ONLINE CAMPUS THROUGH CHARGER NET. USE THIS ADDRESS ONLY.



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**All assignments should conform to the MLA format.** This is a humanities class, not a social science or science class, learn the correct format for academic papers in this discipline. To do less is disrespectful and will be penalized with 50% grade reduction. There are no warnings for screwing up the format requirement.

**No Wikipedia as a source. Instant F.**

**No copying any thing.** Plagiarism will receive an F. No makeups on plagiarism.

**Remember: No cellphones/no internet/no texting during class...are we clear!!!!**

**Dropping:** Last day: 11/05

**Cheating:** Don't. Students caught cheating or plagiarizing will fail. I check suspicious words, sentences, and whole papers against academic cheating websites specifically purchased by our library staff. We have a database of over 80,000 collage papers and we can check any paper against thousands of similar ones. If it looks suspicious you will be checked.

**Tardy students:** Be on time. DO NOT BE LATE. If you aren't here when I take roll you are absent!!!! No ifs, ands or buts. No excuses. Be here. I take roll when I feel like it. Sometimes at the beginning or sometimes the end. **20 points deducted for late arrival. 20 points off for early departure.**

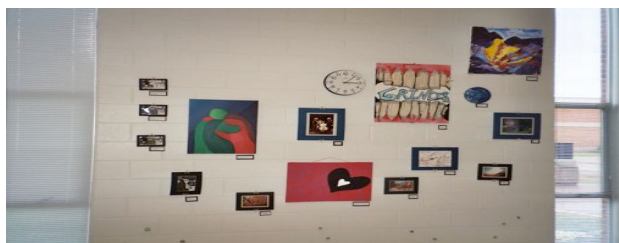
Extra credit: None

Exams: Though this is principally a mass comm. class, there will be oral discussions and 4 OBJECTIVE EXAMS that require students to remain current in their reading. If you don't read, you won't know about your world. What you will have to say will be incredibly lame.

**WARNING:EXAMS ARE VERY DIFFICULT. STUDY HARD!**

**Email:** You may email the instructor. This does not constitute an excuse from an assignment. Do not expect immediate replies. Comments from email are ONLY at the instructor's discretion or leisure. **They are not binding.** If you need something right away, see the instructor during office hours. Don't wait until 12 midnight the day before an assignment and expect 12:05 am email help. It won't happen.

**Web materials:** Also there will be web materials. You will need to be hip on **ONLINE CAMPUS.** IF YOU DO NOT KNOW HOW TO USE ONLINE CAMPUS, LEARN!!!!



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### Writing:

Evaluation of all writing projects follows the standards of good composition:

Mechanical error (for EACH error)

Spell, punctuation, proofing, minor sentence

Construction error (EACH error)

**5 points**

Sentence sense, frag, run-on, paragraphing **10 points**  
 Struc/works cited/text notes (EACH error) **10/20 points**  
 Complexity/thesis/exemplification  
 Shallowness/hyperbole/generalization/  
 Immaturity/off topic/incoherent (EACH error) **auto failure**  
 Advertisers: How do they see us?

**METHOD OF EVALUATION:**

5 Comm projects+ daily participation	500 points
1 Myth Project	100 points
1 Film Project	100 points
1 Ad Project	100 points
1 Research Project	100 points
1 Debate	100 points
4 exams/daily quizzes	3/400 + points
daily discussion/speaking/readings	1-200 + points
500 points (100 points/exam)	
<b>TOTAL</b>	<b>1000 points total</b>



**ASSIGNMENTS:**

**(1) Discussions daily. I collect two notecards on the reading listing:**

- a. A one to two sentence summary of the article/chapter
- b. 3 key points about the reading
- c. 2 major questions on the reading
- d. 1 original idea you had from the reading

**(2) Discussion formats: (100/200 points.)** These take place throughout the semester on a daily basis. There are over 30 readings and every one critiques all readings. Obey the format for critiquing. See the discussion format for details.

**(3) Formal discussion of new media (100 points)** (team) 500 word essay.

**(4) Film documentary Project (100 points)** Individuals will discuss why and how a modern technology shaped the way Americans have conceived their world.

**(5) Virtual World Project: (100 points)** Students will conceive a virtual world and show it to the class.

**(6) Internet famous Project : (100 points)** Internet fame is the goal **(7) Four exams (400-500 points)** Tests covering readings, discussions, videos, lectures....anything covered in class!!!

**(7) Net Entrepreneurship (100 points)** Students will learn about networking for jobs. This is just an introduction to job searching by the net but you have to start somewhere.

**(8) Student gaming: (100 points)** demonstration of gaming by teams. Each student writes a critical essay examining the value or problems of gaming.

**Essays/outlines for assignments**

Prepared assignments will have an essay component. The instructor will tell you before each assignment what is required. Non-conforming essays FAIL. **Essays MUST meet all 9 criteria:**

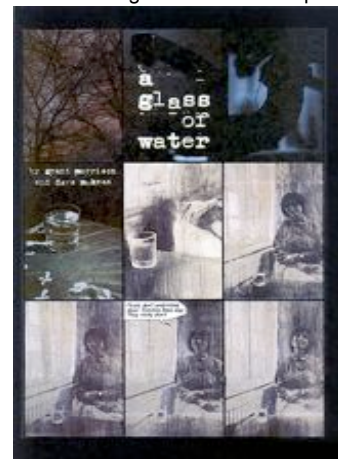
1. TYPED
2. Argumentative
3. minimum 2 FULL PAGES, 12 point type or smaller, no big baby type, no large margins, etc, PLUS Works Cited page. (I count words) Must be a minimum of 500 words.
4. Clear logical development using accurate vocabulary/examples.
5. Must reflect actual content of the presentation.
6. CITE sources IN-TEXT according to MLA IN-TEXT DOCUMENTATION style
7. include an MLA style WORKS CITED section
8. MINIMUM three (3) SOURCES for formal essay.

NOTE: Traditionally students are called upon to use sources in essay and argument preparation. This assures a high level of scholarship and entails real world research. For the research component of the class, sources must conform to this standard.

- \* One Approved internet source:
- \* One text (paper) source (your text is possible)
- \* One media: TV, cable, interview, film, radio, etc. OR
- \* One interview with a professor or Approved person (please no family, friends, the idea is to talk to new people.)

**Total Sources 3**

9. Sources must be orally cited. Failure to mention sources aloud integrated into the speech drops the speech a grade.



**comm. 1250 : Tentative Class Schedule:  
Revised 8/1: Subject to Change  
Starred Assignments are GRADED**

**Week One/two:**

**Unit 1: What is new media?**

8/31: What is New Media

video: Making The Dark Knight, a documentary

discussion: NM: \_\_\_\_\_ 9-44

discussion: Read: Wired Internet Fame article

discuss: Project one: net entrepreneurship

discuss: analogue versus digital tape

9/2

discussion: Critical theory terms h/o (online)

Discussion: new media presentation I

discussion: mcluhan reading: media is the message (online)

Video: mcluhan's wake

Syllabus discuss semester assignments

Discuss: email and the digital letter

Discuss: what is new about interactivity

9/7:

video: internet and kids frontline documentary

discussion: NM: \_\_\_\_\_ 44-92

discuss: technological imaginary

discuss: new media, old problems

9/9:

**Assignment I: Net Entrepreneurship**



**Week three/four:**

9/14

**Unit II: New Media and Visual Culture**

Discuss: NM: \_\_\_\_\_ 97-124

Discuss: Berger: Ways of Seeing (online) \_\_\_\_\_

Discuss: Badni: the relativity of boundaries (online) Visualcy (online)

Discuss: shaping new media (67)

9/16:

**Exam I:** all chapters/videos/materials so far

Discuss: \_\_\_\_\_ Hegemony (online)

Video: Jurassic Park and special effects

Discussion: storyboarding article (online)

Discuss: social nature of media tech (82)

Discuss: what makes a technology a medium (83)

9/21:

Discuss: NM: 124-159

Discuss: digital Cinema

Discuss: Ealy 326/Sobchack372(online)

Video: watch the skies

9/23:

**Assignment II: Raising your Internet Profile**

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**Week five/six:**

9/28

**Unit III: Media and the New Economy**

discuss: \_\_\_\_\_ NM: 164-181

discuss: ways of seeing (102)

discuss: previous new techs (103)

9/30

discuss: formal presentations on new media

discuss: millennials defying the old models (online)

discuss: vr, art, new tech (109)

10/5  
discuss: the web economy  
video: PBS frontline: the web economy  
discussion: culture industry by adorno (online)  
discussion: NM: 181-190  
discuss: digital cinema of attractions (153)

10/7  
**Assignment III: Formal Informative Presentations on New Media**

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**Week 7/8/9:**

10/12  
**Unit IV: new Media and Domestic Life**  
Exam II: Everything since last exam  
Discussion: NM: 190-199

10/14  
Video: Walking with Dinosaurs/Primeval/Troy/300  
Discussion: Article: recreating the past digitally  
Discuss: building a virtual world

(Fall Break: 10/19-20)

10/21  
discuss: New Media and Identity  
video: boys don't cry  
Discussion: NM: 199-216, the digital divide

10/26  
**Assignment IV: Virtual World presentation**

10/28  
Discuss: Cyberculture  
Discuss: NM: 219-23 Digital media and everyday life



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**Week 10/11:**

11/2  
Discussion: Negative influences of tech society?  
Video: online life/youth and parents/Frontline  
Discussion: mediaeffects(online)

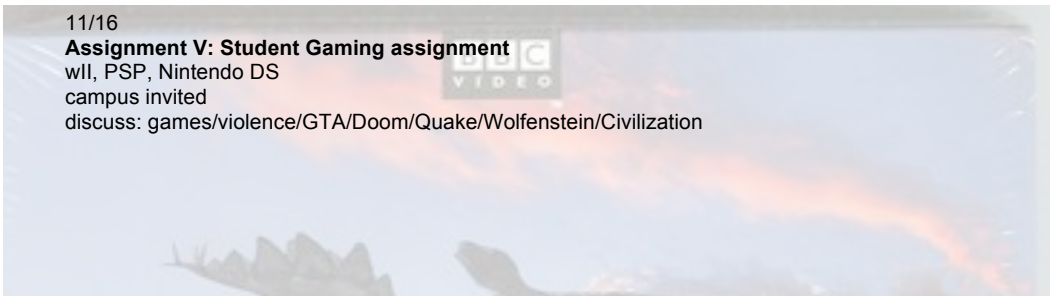
11/4  
Discussion: NM: Cyberculture 223-247 Domestic shaping with the new media  
Postmod-defined (online)  
Lenigonpostmodernism (online)  
Video: Explaining cyberspace World of Warcraft

11/9  
discuss video culture and youtubing \_\_\_\_\_  
Debate groups meet  
Discussion: NM: 314-375: Cyberculture  
Debate groups meet  
Video: PBS: Frontline/POV, Kids at Risk On Line

11/11  
discuss: secondlife article (online)  
Discussion: NM: 247-260: Cyberculture

**Week 12/13**

11/16  
**Assignment V: Student Gaming assignment**  
wii, PSP, Nintendo DS  
campus invited  
discuss: games/violence/GTA/Doom/Quake/Wolfenstein/Civilization



old games and new  
kids games and adult games  
Audience discussion

**11/18**

Unit IV: Cyberculture/worlds/games  
Gameplay  
Discuss: NM: 260-80

11/23

Discuss: Cybernetics and Cyberculture  
Discuss NM: 287-97  
Discuss: media documentary assignment

11/25

Student examples of personal media devices and uses  
Show and tell  
Discuss: media documentary assignment

**Week 14/15**

11/30

Discuss: Determinism  
Discuss: NM: 299-314  
Machine consciousness  
**Assignment VI: Study of Media Use documentary**

12/2

digital realms and comicbook worlds  
Hellboy, Blade, Fantastic Four, Hellblazer, The Hulk, Ghost Rider, Iron Man  
How comics reconfigure our world

12/7

Discuss: automata  
Discuss: NM: 314-353  
Discuss: pomo blurring

12/9

Discuss Cyberculture:  
Theories of cyberculture: 353-373

12/16: 12:30-2:30

Exam IV: everything since exam III

Assignment #1:

## Net Entrepreneurship

All of you have or will want jobs in the future. This is an assignment that will teach you a bit more about the web, and hopefully start you down the road of finding new jobs for your future as well. I don't think anyone can become a web entrepreneur overnight. I think you would need some web design classes from Mr. Deaver, Ms. Pewitt, or Mr. Mugler. I think you would need some business and marketing classes from Ms. Kennedy or some accounting from Mr. Harvey. But we want you to start a web presence here and now. Part of it can be social and part can be professional, but the goal is to get information (of the right kind out there that can help you obtain new directions for employment. In a year or two you may not be working here, or in TN. or in this country. Anyone who needs someone and knows they might be ready to move could possibly offer you a job. It is a world market and you have to make world companies aware that you are there. Here's the assignment.

A.1.Register with a professional networking site for jobseekers:

Linkedin  
Plaxo  
Jobsearch  
CareerBuilders

DO NOT SUBMIT TO ANY SITE THAT REQUIRES YOU TO PAY FOR JOB SERVICES!

2.Submit a resume vita for an active job search online.

3. Write a cover letter for a position you would like that you believe you could be qualified for (if not know at the end of your education)

4. Find a job site and submit to at least three specific jobs.

B1. Register for a social networking site (if you haven't already done so.)

If you are registered with a social networking site like Facebook and Myspace, find a new social networking site and register with it. We want to see what the results of NEW CONTACTS are, not old ones.

2.make friends but don't just make or add friends casually, use the friend network to pick and screen friends carefully that have interests and capabilities like yours. In other words you are not using this service for just pleasure and camaraderie, you are using it for the professional purpose of meeting and courting people like yourself that might help you get a good job.

3. When you send out messages rather than gossip or sharing personal data, make messages that trumpet your knowledge and expertise on a subject or area. Give the network you have joined twice weekly updates on your activities, but strategically, like press releases. For example, if you have a site that asks what you are doing now.....don't write 'doing the dishes' which doesn't make you sound interesting or professional, instead you are "performing research on cell biology of photosynthesizing plants." The word, especially amongst the new friends you are advertising to and trying to impress, will be that you are a sharp professional working on your skills.

C1.Join a list serv. Not everyone knows about these but they predate social networking but are still used widely by pros. Scientists, doctors, professors join list serves of lists of like minded professionals that feature information that they want to know about including professional organizations, meetings, opportunities for publications, new jobs, and people with questions in the field. Whatever your field is: comic books, medicine, business, war industries, there is a list serv. Finding it might be hard because pros don't want just anyone on the list, they want someone who is tied in and can contribute useful information to the list.

2.You might start by joining a more general list serve of some interest group (romance novels, sci fi, nursing students) so you can learn how they work, start contributing and see how you might become more involved, go to meetings, share ideas, contribute . Be warned you should only get as involved as your comfort level allows. The idea is to work with PROFESSIONAL or semi-professional list serves of interest groups. Any signs of inappropriate behavior you should avoid such groups and only list serve with groups that you trust and feel are professional, reliable and pleasant. We do not want you to do anything that is too personal or gives away information that might threaten you. For example, I belong to several popular culture groups, but they are mostly people discussing film, comic books or tv. It is pretty harmless stuff, and most of the people on the list are writers and scholars. I feel pretty safe talking to these people and there is no threat with them. Mostly we share meeting dates, professional opportunities, upcoming news events. These are the things a good list serve should do.

3. Try to contribute to the list serve. Try to make scholarly comments. Try to become informed on issues. Try to network with professionals. Never lie and never pretend to be something you are not, but seek aid and help if there is something you don't know. Many people know that 'newbees' are just that, and they will help them along. Beware of using jargon or shop talk if you do not know the field, you might misuse it and embarrass yourself.

D1. On September 9, you will have turned in an essay describing your experiences. You must write at least 100 words about:

The professional site

The social networking site

The list serve site

Compare the experiences.

What was the most revealing and successful way to meet and interact with people

What was most productive in terms of professional applications

Which would you continue using for professional experiences.

Which would you forego?

What was helpful here?

What did you learn?

What will you try next?

How does this method of networking differ and vary from methods of the past? Parties? Friends? Face to face contact?

What would be a next step in this sort of networking?

What would be the next step assignment if we were to look for a road forward for the class?