

PROVIDENCE COLLEGE

433.35 New Media

3 credit hours

Fall 2008

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Tuesday, 3:20-4:35; Friday, 8:30-9:45.

Office Hours: Monday, 1:00-3:00, or by appointment.

SYLLABUS

A. COURSE DESCRIPTION

The Internet has become the distribution medium for a wealth of “new media,” which include podcasts, streaming video technologies and digital music. With the advent of what has been called Web 2.0, or the introduction of exciting new interactive technologies to the Internet, social networks, file-sharing systems and media distribution networks have come to the forefront of the online experience. This course will explore the various “new media” which exist in this technological context.

B. COURSE OBJECTIVES

Through participation in lectures, classroom discussion and completion of the course requirements:

1. The student will gain a general knowledge of the various technologies which make up “new media”;
2. The student will engage with the greater issues which arise from the proliferation of new media and their associated technologies in society;
3. The student will be able to create basic transmissions in the new media *milieu*, such as podcasts and blogs.

C. COURSE TEXTS

Required: Quentin J. Schultze and Robert H. Woods Jr., eds. *Understanding Evangelical Media: The Changing Face of Christian Communication*. Downers Grove, Ill: IVP Academic, 2008.

In addition, course readings will be available on reserve in the library (in a NEW MEDIA BINDER) unless otherwise stated in the course outline below.

D. COURSE REQUIREMENTS

1. Class attendance and participation: It is only in the best interest of the student if he or she attends each class and, in fact, consistent attendance is required. Each student will be expected to read the assigned course texts and be prepared to contribute to a meaningful discussion based on those readings. It is on this participation that a portion of the final grade is based. Each student is expected to arrive to class promptly for its beginning.

2. Reading of the course text and preparation of blog of discussion pieces: Each student, while reading the assigned readings for the particular day, is required to prepare a short discussion piece (approximately 250 words) in which she or he presents not only a brief synopsis of the readings, but some commentary or thought about the subject matter presented or the stance taken by the author. Care should be taken in the preparation of the discussion piece to ensure that there are no errors in spelling or grammar. These short works should not be simple summaries, nor should they be research papers.

The pieces are to be presented as part of a blog that each student is required to develop. The blog needs not only consist of these discussion entries; the student is allowed to contribute to his or her blog in whichever way one wishes, in addition to the discussion pieces. The student must be aware that the audience is a public one, and the student must present her- or himself as a proper and acceptable representative of Providence College.

3. New Media review: The student must listen to a specific podcast throughout the first half of the semester and present a review of that podcast. The student should base his or her discussion on the type or genre of podcast, its intended audience, its effectiveness, and the difference between the medium of podcast and more traditional sound-based media, such as radio. The podcast can also be video-based: the student might consider what sets such a podcast apart from traditional video-based media, such as television.

4. Major assignment: A major group assignment will consist of an oral presentation on the use of various media technologies for a specific purpose. The group must consider how a political campaign might use new media for purposes of promotion and dissemination of a political

platform. The group will be required to both formulate a campaign and justify the use of particular media. The group will also be required to express creativity in this project; they must flesh out the campaign and its platform as well as present a segment on why certain media are being utilized. The group presentation should include equal participation by all members of the group.

E. GRADING SUMMARY

Attendance/Participation:	10%
Discussion papers/blog:	40%
New Media review:	20%
Major Project:	30%

Excellent	A+	4.0	91-100	Marginal	D+	1.0	57-59
	A		85-90		D		53-56
	A-		80-84		D-		50-52
Very Good	B+	3.5	77-79	Failure	F	0.0	<50
Good	B	3.0	73-76				
	B-		70-72				
Satisfactory	C+	2.5	67-69				
Adequate	C	2.0	63-66				
	C-		60-62				

F. COURSE POLICIES

In addition to the policies outlined in the *Student Handbook*, full text to the academic policies, procedures and regulations of Providence College can be found online (http://prov.ca/college/ac_pol-proc-reg.aspx) or in the Library, Admissions Office, and the Dean's office.

1. Class Attendance Policy: Attendance is mandatory.
2. Late Assignment Policy: There will be no extensions granted for any assignments. Please note the due dates for assignments.

All written assignments must be typed, double-spaced, using a common 12-point font (Times New Roman is highly recommended), with 1-inch margins on all four sides of the page. In addition, the text must be left-justified. Written assignments may be double-sided, although proper page numbering must be indicated on each page. The text should also be free of errors in spelling and grammar. The paper should be stapled together at the top left corner, without any type of plastic or paper binding. **All assignments are due at the very beginning of class.**

3. Plagiarism: Students are expected to demonstrate academic integrity in all its various forms, and will be held accountable for doing so by the policy on Academic Conduct in the Student Handbook (<http://prov.ca/studentLife/handbook.aspx>). One particularly problematic breach of academic integrity is plagiarism, which is stealing from the ideas and writings of another person and passing them off as one's own. For an elaboration of the nature, types, and prevention of plagiarism, see the Providence College document entitled "Academic Dishonesty: The Problem of Plagiarism in Academic Writing," in the Providence College Academic Formation Guide available in the bookstore, or in the Providence College Policies, Procedures, and Regulations (http://prov.ca/college/ac_pol-proc-reg.aspx).

4. Missed Exams: Students who miss exams other than a final exam are responsible to contact the professor within one week of the exam date if they still wish to write the exam. Permission to do so will be given to only those students who present evidence or reasonable grounds acceptable to the professor for having missed the exam. The format of the exam will be at the discretion of the professor, with essay questions likely. Students who do not write an exam by at most two weeks after the exam date will receive a grade of zero for that component of the course.

Exceptions to final exams must be processed by appeal to the Academic Committee.

5. Information and Communication Technologies in the Classroom: Student use of information and communication technologies for purposes other than class note-taking is not allowed in the classroom, as students are expected to give their total attention to class activities. Use of cell-phones or iPods is never appropriate in the classroom, and use of laptop computers to play games, chat with others, browse the internet, or engage material not related to the class is always distracting to classmates and disrespectful to the instructor. Unlike some other post-secondary institutions, Providence has not yet found it necessary to ban laptops from the classroom, or prevent wireless internet access in classrooms. Only judicious use of them will keep it that way.

G. BIBLIOGRAPHY

Journal of Computer-Mediated Communication <<http://jcmc.indiana.edu>>

Journal of Cultural and Religious Theory <<http://www.jcrt.org>>

Journal of Religion and Popular Culture <<http://www.usask.ca/relst/jrpc/>>

Stream: Culture/Politics/Technology - A Graduate Journal of Communication
<<http://www.streamjournal.org/index.php/stream>>

Topia: Canadian Journal of Cultural Studies <<http://www.yorku.ca/topia/>>

H. COURSE OUTLINE

- September 5: Introduction to “New Media”
- September 9: Blogs
Qian, Hua and Craig R. Scott. “Anonymity and Self-Disclosure in Weblogs.” *Journal of Computer-Mediated Communication* 12:4 (2007).
<<http://jcmc.indiana.edu/vol12/issue4/qian.html>>
Read Schultze, ch.1
- September 12: Practical Session - Blogs
Presentation of Blog assignment
- September 16: Podcasts: “Subscription Radio”
Read Schultze, ch.2
Presentation of Podcast assignment
- September 19: eBooks: The transformation of Print
Read Schultze, ch.5
- September 23: New print media (cont’d)
Read Schultze, ch.6
Renard, David. *The Last Magazine*. New York: Universe Publishing. 2006.
(ON RESERVE)
“The Last Magazine (in Print),” pp.14-15.
“Quotes,” pp.18-19.
Nick Hampshire. “The E-Paper Catalyst,” pp.30-35.
- September 26: Wikis and truth
Read Schultze, ch.10

- September 30: Youtube
Read Schultze, ch.4
- October 3: MP3s/mash-ups
Read Schultze, ch.8
Shiga, John. "Copy-and-Persist: The Logic of Mash-Up Culture." *Critical Studies in Media Communication* 24:2 (June 2007). 93-114.
(ON RESERVE)
- October 7: iPods and mp3 players
Bull, Michael. "Iconic Designs: The Apple iPod." *Senses and Society* 1:1 (2006). 105-108. (ON RESERVE)
_____. "No Dead Air! The iPod and the Culture of Mobile Listening." *Leisure Studies* 24:4 (October 2005). 343-355. (ON RESERVE)
- October 10: NO CLASS - THANKSGIVING
- October 14: Filesharing
- October 17: Transformation of traditional transmission models - Radiohead & NIN
- October 21: Convergence of media - Marketing Disney
Read Schultze, ch.12
Jon Pahl. "Worshipping the Golden Mouse." *Shopping Malls and Other Sacred Spaces: Putting God in Place*. Grand Rapids, IN: Brazos Press. 2003. 83-101. (ON RESERVE)
- October 24: Web 2.0
- October 28: Cell phones/smart phones
Shiga, John. "Sound Scans of the Urban Body: Cellphones, Eavesdropping and Ambient Music." Paper delivered at the Annual Meeting of the Canadian Communications Association. 2007.
(ON RESERVE)
- October 31: Social networks - facebook & myspace
Ellison, Nicole B. et al. "The Benefits of Facebook 'Friends': Social Capital and Students' Use of Online Social Network Sites." *Journal of Computer-Mediated Communication* 12:4 (2007).
<<http://jcmc.indiana.edu/vol12/issue4/ellison.html>>

- November 4: *The Merlin Show*
<<http://themerlinshow.com>>
- November 7: Practical Session - podcasts
- November 11: NO CLASS - REMEMBRANCE DAY
- November 14: Religion in media - Jesus in *Rolling Stone*
Taibbi, Matt. "Jesus Made Me Puke: Matt Taibbi Undercover with the Christian Right." *Rolling Stone* (1 May 2008).
<http://www.rollingstone.com/politics/story/20278737/jesus_made_me_puke>
- November 18: Making media "New" - Comics into film
Read Schultze, ch.14
Forbes, Bruce David. "Batman Crucified: Religion and Modern Superhero Comic Books." *World Association for Christian Communication*.
<<http://www.wacc.org.uk/wacc/content/pdf/1329>>
- November 21: Religion on the Internet - Beliefnet
Casey, Cheryl Anne. "Online Religion and Finding Faith on the Web: An Examination of Beliefnet.org." *Proceedings of the Media Ecology Association* Vol. 2 (2001).
<http://www.media-ecology.org/publications/MEA_proceedings/v2/Casey02.pdf>
Review Schultze, ch.10
- November 25: Gaming
Read Schultze, ch.15
Steinkuehler, Constance and Dmitri Williams. "Where Everybody Knows Your (Screen) Name: Online Games as 'Third Places.'" *Journal of Computer-Mediated Communication* 11:4 (2006).
<<http://jcmc.indiana.edu/vol11/issue4/steinkuehler.html>>
- November 28: Final Group Presentations
- December 2: Final Group Presentations
- December 5: Review
Read Schultze, Conclusion