



UNIVERSITY OF NEW YORK IN PRAGUE

Course : COM205 History and Theory of New Media (3 US Credits)
Semester: Fall 2022
Prerequisites: None
Instructor: Michaela Slussareff, Ph.D.
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1. Catalogue Description

An introduction to digital media theories and its history. The course considers the impact of digital technologies on communication processes in society in a global context.

2. Course Purpose

The students will learn how to synthesize relevant communication theory related to the role of digital media in contemporary life; critically appraise challenges posed for societies by the rapidly evolving and constantly fluctuating digital media environment; analyse and contextualise current and future developments in digital media and technology. Students will be engaged in relevant critical, analytical and academic discussion about earlier as well recent digital media theory in a practical context.

3. Required Readings:

The core textbook for this course is:

Athique, Adrian (2013) *Digital Media & Society – A New Media Reader* (1st Edition). Cambridge: Polity Press.

4. Additional Readings

Jenkins, Henry (2013) *Spreadable Media: Creating Value and Meaning in a Networked Culture* (Postmillennial Pop). New York: NYU Press.

Lindgren, Simon (2017) *Digital Media and Society*. Thousand Oaks, United States: Sage.

Jenkins, Henry (2008) *Convergence Culture: Where Old and New Media Collide*. New York: NYU Press.

Bolter, David J. (2000) *Remediation: Understanding New Media*. Cambridge: MIT press.

Students should expect additional readings to be uploaded to the school e-learning system.

5. Learning Outcomes

At the end of this course, students should be able to:

Specialist knowledge, Students will be able to:

- describe main theories of new media development;
- define the impact of new media on individuals and societies based on relevant theories;
- outline basic characteristics of new media in history and present time.

Specialist skills, *Students will be able to:*

- explain the role(s) of new media in society;
- synthesize relevant communication theory related to the role of digital media in contemporary life;
- critically appraise challenges posed for societies by the rapidly evolving and constantly fluctuating digital media environment;

- analyse and contextualise current and future developments in digital media and technology.

6. Course Schedule

WEEK	THEME	Readings
1	Introduction, learning resources and expectations. Categorizing and defining digital/new media	Reading in e-learning
2	Introduction to information and communication theory. Defining new media.	Reading in e-learning
3	Concepts and technical basis of the internet and communications networks. A brief history of the Internet.	Reading in e-learning
4	Public Holiday	Reading in e-learning
5	New Media and Society: Field Trip	Reading in e-learning
6	Machines, Software and Code (Lessig, Kittler and others).	Reading in e-learning
7	Social construction of technologies.	Reading in e-learning
8	MIDTERM	Reading in e-learning
9	Theories of global digital media: McLuhan, Castells	Reading in e-learning
10	Archaeology of new media.	Reading in e-learning
11	Panopticon and synopticon theories	Reading in e-learning
12	Surveillance capitalism	Reading in e-learning
13	Impact of technologies on individuals. Problems, challenges and future. Post humanist theories.	Reading in e-learning
14	Social impacts of new media. Ethical design.	Reading in e-learning
15	Final Exam	TBA

7. Course Requirements and Grading – the course will be graded on the basis of:

REQUIREMENT	%	DUE DATE
Engagement	<u>15%</u>	Daily
Presentation and discussion leadership	<u>30%</u>	Date will be assigned week 2 in class
Midterm	<u>25%</u>	Weeks 1-7
Final	<u>30%</u>	Weeks 9-14

Engagement: As a grade, engagement is similar to participation, but it means more than just active involvement in the classroom (although that is a basic tenet). Being engaged means demonstrating the following knowledge and skills: (a) being accountable and taking responsibility; (b) leadership; (c) integrity and honesty; (d) being engaged with the topic and the class; (e) striving for excellence in all endeavors. Specifically, it means things like following up without being told to follow up; doing what you are supposed to do when you are supposed to do it and as well as you can do it; arriving on time and ready to “work;” keeping the faculty member aware of any situations that might impinge upon your performance; and fostering a relationship of mutual respect. This includes the use of

technology in class, as defined in section 9 below. UNYP policy on attendance applies as outlined in section 8 below. Please familiarize yourself with this policy or see your instructor for clarification.

Presentation and discussion leadership: Each student need to deliver an in-class presentation. During the first week you will be assigned to one topic and you will present on a chosen day within the semester. With each topic there is one or two materials to read. The topics are based on the current problems of new media. Your presentation should cover the basics about the readings but as well explanation of connected matters and theories. Within the preparation for the presentation, please read all the connected texts (links and resources) and study the problem/issue beyond the proposed readings. You will need to explain in depth, critically evaluate the issue and lead a discussion in the class. For this reason, please prepare some interesting questions and hypotheses prepared. The presentation including discussion should take up to 40-50 minutes.

Exams: Two examinations will be taken, one during week seven of the course and a final exam covering all course content during the final examination period. Test format will be a mixture of short answer, true/false, matching, sort answer, and one or two essay questions covering all book, lecture, hand-out and class discussion content.

Grading scale

Letter Grade	Percent (%)	Generally Accepted Meaning	Notes
A	95-100	Outstanding work	x
A-	90-94		x
B+	87-89	Good work, distinctly above the average	x
B	83-86		x
B-	80-82		x
C+	77-79	Acceptable Work	x
C	73-76		x
C-	70-72		x
D+	67-69	Work that is significantly below average	Credits for the course will not transfer to ESC
D	63-66		
D-	60-62		
F	0-59	Work that does not meet the minimum standards for passing the course	No credits awarded

8. Key UNYP Policies

Attendance: It is your responsibility to show up to class on time. If you are late you will be marked as absent for that hour. **If you miss more than 12 (twelve) hours of class, for any reason, you will automatically fail the entire course. The class policy is standard UNYP policy.**

Academic Honesty

UNYP’s rules on academic dishonesty (e.g. cheating, plagiarism, submitting false information) will be strictly enforced. Please familiarize yourself with the STUDENT HONOUR CODE or ask your instructor for clarification. For examinations: copying from your neighbor, speaking to another student, using a phone or anything similar will result in you failing the test or quiz. On written papers properly note

your sources with academic citations. Cutting and pasting from the internet may be considered plagiarism. If you have questions about this, please consult the instructor.

9. General Requirements

a) Deadlines in the fields of communication and journalism are critical. Therefore, late assignments and absence from tests are understood as unacceptable. Late submission of work shall be evaluated at a minimum deduction of 10% per day.

b) In the event of illness or emergency affecting your performance in class, consult your instructor in advance.

c) A professional and cooperative approach is encouraged, please see the ‘professionalism’ section for more details. We will all turn off all personal electronic devices (smart phones, laptops, tablets, etc.) at the beginning of each class in order to promote a respectful learning environment. While we value technology, we also believe these devices can detract from and weaken the communication process inside the classroom. Communication involves more than just a person speaking. By using a computer or texting, students are sending nonverbal messages that are deeply distracting, both to the professor and fellow students. Because we respect the classroom environment, our professors, and our classmates all personal electronic devices will be turned off during class time. Students are expected to attend each class session and participate in a positive way.

10. European Credit Transfer and Accumulation System (ECTS):

The students that complete the course will receive 3 American credits. This would be equivalent to 6 ECTS credits. One 3 American credit course (6ECTS) corresponds to 150-180 total hours of academic work. For this course, students are expected to spend time in the following course-related activities:

Class Lectures and exams	45 hours
Reading class related articles	30 hours
Exam preparations	25 hours
Panel Discussions	15 hours
Presentations (preparation included)	30 hours
Review of non-class related materials	15 hours
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TOTAL	160 hours

11. Technology Expectations

Assignments, excluding those that are carried out exclusively in class, must be word-processed. Students are assumed to be familiar with the use of internet and in particular with the gathering of data from the wide world web. This will be a necessary tool for carrying out some of the course assignments (i.e. blog or class presentations). In addition to this, students are expected to have and use the access to online databases provided by UNYP.

Updated August 2022, Michaela Slussareff