JC360 Interactive Media with Tech and Culture (Online)

Instructor Information	Instructor: Aily Chiu Email: ailymofilm@gmail.com Office Hour: Determined by Instructor

Term	June 27, 2022 - July 22, 2022	**Credits**		4 units

Course Delivery	The class will be delivered in the format of online. Other than recorded lecture videos, the instructor will arrange 2 hours' real-time interactions with students per week (via Tencent Meeting and WeChat group). The workload students are expected to complete to properly pass this course is about 10-15 hours per week.
Required Texts (with ISBN)	• Digital Media: Concepts and Application, Crews & May (Cengage Learning: 2017). • Fuery, Kelli. *New media: Culture and image*. Macmillan International Higher Education, 2008. • Shaw, Jeffrey. "Media Art and Interactive Media." In *Screen-based Art*, pp. 148-156. Brill, 2000.
Prerequisite	Students are expected to have a thorough knowledge of all material covered at 3000-level in Media and Communications course or finished at least 2 2000-level courses in Innovation and Entrepreneurship background.

Course Overview

The program will broaden your understanding of interactive media's industrial and cultural roles by introducing you to essential perspectives and research methodologies that emphasize the impact of media systems and practices on both societal and individual levels—and vice versa. To consider media's social, economic, and political significance in the context of technology, we'll look at a variety of approaches to understanding its production, form, reception, and influence, paying close attention to how these approaches interact with one another and with a variety of case studies.

Learning Outcomes

- Describe how media can be used to persuade, enlighten, entertain, and socialize individuals and groups;

- elucidate how we use and make meaning from media as part of our everyday lives;

- Analyze the structure of media institutions/industries, as well as the various organizational, financing, and regulatory structures in place;

- Assess the consequences of technological change and the interactions between humans and machines.

Course Procedure

1-hour Lecture and 1-hour Tutorial.

Assessment Type

Assignment

You will research a field within digital media. Analyze the influence on/of your course reading of choice.

You will be responsible for preparing a well-supported, well-reasoned five-page analysis. These must be double-spaced with 12- point font and 1" margins. You must address the prompt and include a bibliography. Due at 4:00 PM on Day 10.

Video Assignment

You'll conduct an interview with a professional in the field of digital media in which you're interested. The video assignment will be a continuation of the paper one. To choose a topic for Assignments 1 and 2, consider the following: which of the topics we've studied in class has inspired you the most? What appears to be a field you'd like to pursue?

Prepare a 5-minute video summarizing your study and upload it. MP4 is a video file format. Due at 4:00 PM on Day 15.

Group Presentation

Students will present with team won the week's readings and topics, as well as pose questions to facilitate class discussion. The Presentation Day will be Day 19 and 20.

Essay

Critical academic essay on your topic of interest applying key frameworks.

Your paper should be 10 pages long, double-spaced, and should include content.

YOU SHOULD USE APA style for citations (if you are unfamiliar with APA style please see the APA Style Book). It might be helpful to search other research papers on the internet to see the appropriate format. (Note: No first person references in research papers. Use third person.) Due at 4:00 PM on Day 20.

Participation

Students are required to participate and ask questions. This will count as your participation grade. Our TA will keep track of your questions and how many questions you ask throughout the semester. These questions must be relevant. You can look up information about your ideal job, career path, and of course Ph.D. applications.

Grading Policy

Participation	10%
Assignment	20%
Video Assignment	20%
Oral Group Presentation	20%
Final Essay	30%

Grading Scale is as follows

Number grade	Letter grade	GPA
90-100	A	4
85-89	A-	3.7
80-84	B+	3.3
75-79	B	3
70-74	B-	2.7
67-69	C+	2.3
65-66	C	2
62-64	C-	1.7
60-61	D	1
≤59	F (Failure)	0

Extensions Policy

Accepting late work is simple: unless you ask for an extension before the deadline, I will not accept it. The penalty of submit late is 10% per day. If you miss a deadline due to an emergency, I will require you to submit documentation of the situation in order to turn in your assignment late.

Cheating

• taking notes or reading literature during a quiz or exam if the instructor does not allow it
• utilizing a mobile phone or other technology to look for information or copy questions and answers for an exam or quiz that you or others will take
• enabling people to help you complete a quiz, test, homework, paper, or project when the instructor doesn't allow it
• plagiarizing another person's exam, homework, or laboratory work
• allowing others to see your answers or duplicate and submit your work as their own
• failing to follow the instructor's recommendations for an assignment or a "take home" test

Plagiarism

• claiming as your own someone else's words, sentences, arguments, rhetorical frameworks, or concepts
• Taking a friend's lab report, schoolwork, research data, or essay and presenting it as your own.
• omitting quotation marks where they are required
• neglecting to cite sources when they are needed
• claiming as your own any content that were authored or written by someone else

Misrepresentation

• giving false information regarding the causes for absences from class when requesting a make-up exam, quiz, or homework
• fabricating statistics or facts
• fabricating references or quotations for academic papers, such as for a works cited page
• taking credit for a group activity without contributing your fair share
• submitting the identical paper to many courses without the permission and knowledge of the professors involved
• repurposing a work produced in a previous semester or at a different institution
• neglecting to give complete information on academic achievement or other course or institution enrollments

All work submitted is assumed to be your own. You must appropriately acknowledge when you have borrowed someone else's ideas.

Cheating, Plagiarism and Misrepresentation are significant infractions that might result in failing on a single project or the entire course.

Class Schedule

Date	Lecture	Readings	Online Teaching Arrangement
Day 1	Syllabus Review Introduction Do technologies have politics?	Please familiarize yourself with the syllabus James Carey, "A cultural approach to communication," Communication and Culture. Karl Marx, "The Fetishism of the Commodity and its Secret" Ian Hacking, "Making Up People"	Approximately 60 minutes lecture videos
Day 2	Media and the digital age	● Gans, Herbert J. "News & the news media in the digital age: Implications for democracy." *Daedalus* 139, no. 2 (2010): 8-17. ● Dominick, Joseph R. *The dynamics of mass communication: Media in the digital age.* Tata McGraw-Hill Education, 2010.	Approximately 60 minutes lecture videos
Day 3	Digital imaging and design	● Sipala, Valeria, Mara Bruzzi, Marta Bucciolini, Giuliana Candiano, Lorenzo Capineri, Giuseppe Antonio Pablo Cirrone, Carlo Civinini et al. "A proton imaging device: Design and status of realization." *Nuclear Instruments and Methods in Physics Research Section A: Accelerators, Spectrometers, Detectors and Associated Equipment* 612, no. 3 (2010): 566-570. ● Ghaznavi, Farzad, Andrew Evans, Anant Madabhushi, and Michael Feldman. "Digital imaging in pathology: whole-slide imaging and beyond." *Annual Review of Pathology: Mechanisms of Disease* 8 (2013): 331-359.	Approximately 60 minutes lecture videos plus Approximately 60 minutes interactive meeting

Day 4	Print publishing	● Driver, Stephen, and Andrew Gillespie. "Information and communication technologies and the geography of magazine print publishing." *Regional Studies* 27, no. 1 (1993): 53-64. ● Perey, Christine. "Print and publishing and the future of Augmented Reality." *Information services & use* 31, no. 1-2 (2011): 31-38.	Approximately 60 minutes lecture videos
Day 5	Audio and video production	● Austerberry, David. *The technology of video and audio streaming*. Routledge, 2013. Bly, Sara A., Steve R. ● Harrison, and Susan Irwin. "Media spaces: bringing people together in a video, audio, and computing environment." *Communications of the ACM* 36, no. 1 (1993): 28-46.	Approximately 60 minutes lecture videos plus Approximately 60 minutes interactive meeting
Day 6	Web development	● Barry, Chris, and Michael Lang. "A survey of multimedia and web development techniques and methodology usage." *IEEE MultiMedia* 8, no. 2 (2001): 52-60. ● Harrison, Teresa M., and Brea Barthel. "Wielding new media in Web 2.0: Exploring the history of engagement with the collaborative construction of media products." *New media & society* 11, no. 1-2 (2009): 155-178.	Approximately 60 minutes lecture videos
Day 7	Web animation	● Baldwin, Dan L., Michael S. Daubs, and John B. Ludwick. "Flashimation: The Context and Culture of Web Animation." In *SIGGRAPH Art Gallery*, p. 150. 2006. ● Brown, Nicola, and V. E. Poul. *Designing Web Animation*. New Rider, 1996. ● Daubs, Michael S. "Flashimation: The Context and Culture of Web Animation." *Siggraph. org. Accessed June* 10 (2006): 2013.	Approximately 60 minutes lecture videos plus Approximately 60 minutes interactive meeting
Day 8	Web media	● Vukanovic, Zvezdan. "New media business models in social and web media." *Journal of Media Business Studies* 8, no. 3 (2011): 51-67. ● Leckenby, John D., and Jongpil Hong. "Using reach/frequency for web media planning." *Journal of Advertising Research* 38, no. 1 (1998): 7-8.	Approximately 60 minutes lecture videos

Day 9	Web standards	● Zeldman, Jeffrey. *Designing with web standards*. New Riders, 2003. Rutter, Richard, Patrick H. ● Lauke, Cynthia Waddell, Jim Thatcher, Shawn Lawton Henry, Bruce Lawson, Andrew Kirkpatrick et al. *Web accessibility: Web standards and regulatory compliance*. Apress, 2007.	Approximately 60 minutes lecture videos plus Approximately 60 minutes interactive meeting
Day 10	Mobile Media: Technology; Spatial Convergence; Video Games	● McLuhan, Marshall. "The Medium is the Message." Media Studies: A Reader. 3rd ed. edited by Sue Thornham, et al., New York University Press, 2010, pp. 38-43. ● Grossberg, Lawrence, et al. "Narratives of Media History." MediaMaking: Mass Media in a Popular Culture. 2nd ed., Sage, 2006, pp. 35-51. ● de Souza e Silva, Adriana. "Location-Aware Mobile Technologies: Historical, Social and Spatial Approaches." Mobile Media and Communication, vol. 1, no. 1, 2013, pp. 116-120. ● Ito, Mizuko, et al. "Portable Objects in Three Global Cities: The Personalization of Urban Places." The Reconstruction of Space and Time: Mobile Communication Practices, edited by Richard Ling and Scott W. Campbell, Transaction Publishers, 2010, pp. 67- 87. ● Juul, Jesper. "A Casual Revolution." A Casual Revolution: Reinventing Video Games and Their Players. The MIT Press, 2009, pp. 1-20. ● Serrano Vázquez, Irene and Mia Consalvo. "Cheating in Social Network Games." New Media & Society, vol. 17, no. 6, 2015, pp. 829- 844.	Approximately 60 minutes lecture videos
Day 11	User-Generated Content: Produsage; Surveillance	● Burgess, Jean. "'All Your Chocolate Rain Are Belong to Us'? Viral Video, YouTube, and the Dynamics of Participatory Culture." The Video Vortex Reader, edited by Geert Lovink, Institute of Network Cultures, 2008, pp. 101-109. ● Bruns, Axel. "The Art of Produsage:	Approximately 60 minutes lecture videos plus Approximately 60 minutes interactive

		Distributed Creativity." Blogs, Wikipedia, Second Life, and Beyond: From Production and Produsage. Peter Lang, 2008, pp. 227-257. ● Lobato, Ramon. "The Cultural Logic of Digital Intermediaries: YouTube Multichannel Networks." Convergence: The International Journal of Research into New Media Technologies, vol. 22, no. 4, 2016, pp. 348-360. ● Andrejevic, Mark and Mark Burdon. "Defining the Sensor Society." Television and New Media, vol. 16, no. 1, 2014, pp. 19-36. ● Vaidhyanathan, Siva. "The Surveillance Machine." Antisocial Media: How Facebook Disconnects Us and Undermines Democracy. Oxford University Press, 2018, pp. 52-76.	meeting
Day 12	Labels: Celebrity	● McGowan, David. "Nicolas Cage – Good or Bad? Stardom, Performance, and Memes in the Age of the Internet." Celebrity Studies, vol. 8 no. 2, 2017, pp. 209-227. ● Fiske, John. "Madonna." Reading the Popular. Routledge, 1989, pp. 95-113.	Approximately 60 minutes lecture videos
Day 13	Audiences; Fans	● Potter, W. James. "Audience: Industry Perspective." Media Literacy. 8th ed., Sage, 2016, pp. 9-73. ● Einstein, Mara. "The Digital Sell: Big Data, Programmatic Advertising, and Living by the Numbers." Black Ops Advertising. OR Books, 2016, 141-169. ● Martin, Alfred. "Fandom While Black: Misty Copeland, Black Panther, Tyler Perry and the Contours of US Black Fandoms." International Journal of Cultural Studies, vol. 22, no. 6, 2019. pp. 737-753. ● Gwenllian Jones, Sara. "Web Wars: Resistance, Online Fandom and Studio Censorship." Quality Popular Television: Cult TV, the Industry and Fans, edited by Mark Jancovich and James Lyons, BFI, 2003, pp. 163-177.	Approximately 60 minutes lecture videos
Day 14	Prepare for Video Assignment		Approximately 60 minutes interactive meeting

Day 15	Impact: Mass Culture; Pop Culture	● Adorno, Theodore W. "On Popular Music." Cultural Theory and Popular Culture. 2nd ed., edited by John Storey, University of Georgia Press, 1998, pp. 197-209. ● Hodkinson, Paul. "Media as Manipulation?" Media, Culture and Society: An Introduction. Sage, 2010, pp. 106-112. ● Fiske, John. "Popular Culture." Critical Terms for Literary Study. 2nd ed., edited by Frank Lentricchia and Thomas McLaughlin, University of Chicago Press, 1995, pp. 321-335. ● Fiske, John. "Understanding Popular Culture." The Audience Studies Reader, edited Will Brooker and Deborah Jermyn. Routledge, 2003, pp. 113-116.	Approximately 60 minutes lecture videos
Day 16	Gender & Technology：Gender & Domestic Technology；Gender and Video Games	Ruth Schwartz Cowan (1976). "The 'Industrial Revolution' in the Home: Household Technology and Social Change in the 20th Century," Technology and Culture. Ruth Schwartz Cowan, from More Work for Mother: The Ironies of Household Technology from the Open Hearth to the Microwave. Justine Cassell and Henry Jenkins, eds., From Barbie® to Mortal Kombat: Gender and Computer Games (Cambridge, Mass.: MIT Press, 2000). "If You Don't Have Anything Nice to Say, SAY IT ALL IN CAPS" Episode from This American Life. Listen at https://www.thisamericanlife.org/radio-archives/episode/545/if-you-dont-have-anything-nice-to-say-say-it-in-all-caps?act=1 Chess, S., & Shaw, A. (2015). A conspiracy of fishes, or, how we learned to stop worrying about# GamerGate and embrace hegemonic masculinity. Journal of Broadcasting & Electronic Media, 59(1), 208-220.	Approximately 60 minutes lecture videos
Day 17	Technology and Identity：metaverse	Victoria E. Johnson. (2008). "Essential, desirable, and possible markets: Broadcasting Midwestern tastes and values." From Heartland: Prime Time Television and the	Approximately 60 minutes lecture videos

		Struggle for U.S. Identity. (pp. 32-58) Susan Douglas, "Letting the boys be boys: Talk radio, male hysteria, and political discourse in the 1980s." From Hilmes & Loviglio (eds.), The Radio Reader: Essays in the Cultural History of Radio (pp. 485-501). J.D. Vance (2015). Introduction, Chapters 1, 2, and 11 from Hillbilly Elegy.	
Day 18	Experimental Technologies：Race & Experimentation；Experimentation, Inequality and Uncertainty	Jenny Reardon & Kim TallBear. (2012). "Your DNA is our History." Current Anthropology. Harriett Washington. (2006). Chapters 12 and 15 from Medical Apartheid Optional: Ruth Malone et al. (2006). "It's Like Tuskegee in Reverse." American Journal of Public Health Jill Fisher (2009). Chapters 1 and 2 from Medical Research for Hire: The Political Economy of Clinical Trials Andrew Lakoff. (2007). "The Right Patients for the Drug: Managing the Placebo effect in Anti-Depressant Trials."	Approximately 60 minutes lecture videos
Day 19	Presentation A		Approximately 60 minutes interactive meeting
Day 20	Presentation B		Approximately 60 minutes interactive meeting

Disclaimer:

This syllabus is only a guide for the course and is subject to change with advance notice. Although the textbook will be our primary source of readings, I am supplementing some topic-specific readings with selections from other sources in order to have us thinking critically about digital media in general. These articles and book extracts will be more difficult to read than the textbook, requiring more deconstruction during our daily conversations.