

**Communication 6934  
New Communication Technologies  
Fall 1997**

**Prof. Gil Rodman**

**Office Hours: Tu, Th 5-6 pm and by appointment  
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**Required course materials**

(1) Books

Paul DuGay *et al.*, *Doing Cultural Studies*

Tony Feldman, *An Introduction to Digital Media*

Available (but only until 30 September) at Inkwood Books, 216 S. Armenia, Tampa (253-2638). See separate handout for directions and store hours.

(2) Photocopied essays

Given the size of the class, the quantity of articles to be read, and the limits to the number of copies I can reasonably make available on reserve, I would *strongly* encourage y'all to engage in a photocopying "co-op" (which we'll discuss and, hopefully, set up on the first night). Barring such an arrangement, required readings will be made available in the Communication Department Library (CIS 3026).

(3) An e-mail account and *some* form of internet access

Participation in the listserv (NEWTECH-L) that has been set up for this course will require you to have (and use) an e-mail account. Students without e-mail accounts should check with their department or college for details on how to get one. Also, given the amount of time that we'll spend on cyberspace-related issues, you will need to have at least a passing firsthand familiarity with life online.

**Office hours**

I will hold formal office hours (CIS 3040) this semester on Tuesdays and Thursdays from 5-6 pm. I'm more than willing, however, to make arrangements to meet with people outside of those hours as necessary. To set up an alternate meeting time, you can either call me (office: 974-3025; home: 253-3617) or drop me an e-mail note (at either [grodman@chuma.cas.usf.edu](mailto:grodman@chuma.cas.usf.edu) or [gbr@kcii.com](mailto:gbr@kcii.com)).

## Written projects

Choose from one of the following three options:

(a) Three 8-10 page critical response papers. The due dates for these papers are:

<u>Paper due on</u>	<u>Covering material from</u>
Sep 30	Sep 2 - Sep 23
Nov 4	Sep 30 - Oct 21
Dec 9	Nov 4 - Dec 2

These essays should be thoughtful, critical engagements with the course material in question; they should *not* be mere summaries of the readings or regurgitation of our in-class/on-line conversations. You are free to write on whatever topic(s) you like from the material covered during the course sections associated with each paper. If you have questions about specific topics you have in mind, please feel free to talk to me about them ahead of time.

(b) A 25-30 page research paper on a subject appropriate to the course's overall theme. Those choosing this option should consult with me as early in the semester as possible to discuss their choice of topics. Ideally, the finished product should be suitable for submission to a conference or a refereed journal. A *brief* (if it's more than 2 pages, it's too long) written statement describing your intended paper is due by October 14. The final paper is due by December 9.

(c) A multimedia and/or online project of comparable scope to option (b). This is probably *not* a good option for people who are completely new to the Internet or multimedia production. But for those of you who feel relatively comfortable composing texts that aren't "just" printed words on a page -- and who have an urge to experiment a bit -- I am more than open to people trying to work *with* (and not just on) the technologies at the heart of this course. Given the almost infinite range of possibilities here, it's hard to say up front what the final parameters of such a project might be, so anyone interested in pursuing this option should consult with me about it early and often. A *detailed* proposal (if it's less than 5 pages, it's too short) -- and, if possible, a sample of what the finished project might look like -- for this project is due by October 14. The final project is due by December 9.

N.B.: Unless you have made other arrangements with me in advance, I will assume that anyone not turning in an 8-10 page paper by September 30 is committed to one of the larger project options.

## **Listserv participation**

The primary purpose of this list is to provide an additional forum for discussion of the issues raised by the assigned readings and our weekly sessions. Prompts intended to spur on the dialogue will be posted as necessary.

Given that listservs tend to evolve in amorphous and chaotic fashion, there will be no formal bookkeeping procedures used to assess your contribution to the list. As a rough guideline, I would estimate that ten substantial (i.e., more than a paragraph long) posts per person over the course of the semester would constitute a reasonable contribution to the discussion.

Occasionally, the list may be used to make course-related announcements (e.g., “please add the collected works of Marshall McLuhan to next week’s reading”) or to pass word on about other topics that may be of interest to the class (e.g., calls for papers, upcoming conferences, recently published articles and books, etc.). So check your e-mail often.

To *join* the list, send an e-mail message to **LISTSERV@nosferatu.cas.usf.edu** in which the *body* of the message (not the subject) consists of:

**subscribe NEWTECH-L your-firstname your-lastname**

To *post* to the list, send an e-mail message to **NEWTECH-L@nosferatu.cas.usf.edu**

Additional information about the list and how to use it will be sent to you when you subscribe.

0: Introduction

August 26

1: The future of/and technology . . . and a whiff of theory

September 2

Gibson, "The Gernsback Continuum"

Ross, "Getting Out of the Gernsback Continuum"

Benjamin, "The Work of Art in the Age of Mechanical Reproduction"

Carey and Quirk, "The Mythos of the Electronic Revolution"

Meyrowitz, "Where Have We Been, Where Are We Going?"

Grossberg, "Cultural Studies: What's in a Name (One More Time)"

2: The history of the future

September 9

Ong, *Orality and Literacy* [selections]

Carey, "Technology and Ideology: The Case of the Telegraph"

September 16

Marvin, *When Old Technologies Were New* [selections]

Williams, *Television: Technology and Cultural Form* [selections]

3: Taking it with you

September 23

Du Gay *et al.*, *Doing Cultural Studies: The Story of the Sony Walkman*

4: Sampling, sound, authorship, and intellectual property

September 30

**Short paper #1 due**

Frith, "Technology and Authority"

Goodwin, "Sample and Hold: Pop Music in the Age of Digital Reproduction"

Rose, "Soul Sonic Forces: Technology, Orality, and Black Cultural Practice in Rap Music"

Negativland, *Fair Use* [selections]

Wyman, "The Big Sample"

Barlow, "Selling Wine Without Bottles: The Economy of Mind on the Global Net"

5: Digital culture

October 7

Feldman, *An Introduction to Digital Media*, pp. ix-68  
Negroponte, *Being Digital* [selections]

October 14

**Project proposals due**

Menser and Aronowitz, "On Cultural Studies, Science, and Technology"  
Aronowitz, "Technology and the Future of Work"  
Winner, "Three Paradoxes of the Information Age"  
Ross, "The New Smartness"  
Zerzan and Carnes (eds.), *Questioning Technology* [selections]  
White, "The Killer App"  
Roszak, *The Cult of Information* [selections]

6: Virtual culture

October 21

Feldman, *An Introduction to Digital Media*, pp. 69-166  
*ACLU v. Janet Reno*

October 28

**NO CLASS**

November 4

**Short paper #2 due**

*Time*, Special Issue: Welcome to Cyberspace  
Rheingold, *The Virtual Community* [selections]

November 11

**NO CLASS -- Veteran's Day**

November 18

Varley, "Press Enter■"  
*Harper's* forum, "What Are We Doing On-Line?"  
Dery, "Introduction: Escape Velocity"  
Doheny-Farina, "The Globalized Individual"

7: New technologies -- new communities -- new identities?

November 25

McHugh, "Virtual Love"

Bennahum, "Fly Me to the MOO: Adventures in Textual Reality"

Kolko, "Building a World With Words: The Narrative Reality of Virtual Communities"

Wilbur, "An Archaeology of Cyberspaces: Virtuality, Community, Identity"

McRae, "Coming Apart at the Seams: Sex, Text and the Virtual Body"

Herz, "Cross-Dressing in Cyberspace"

Lockard, "Progressive Politics, Electronic Individualism and the Myth of Virtual Community"

Gibson, "The Net Is a Waste of Time: And That's Exactly What's Right About It"

8: (Cyber)education, (cyber)politics, and the (cyber)public sphere

December 2

Bass, "Remapping the Territory: The Impact of American Studies on New Technologies"

Tabbi, "Reading, Writing, Hypertext: Democratic Politics in the Virtual Classroom"

*The Chronicle of Higher Education*, special section on "Information Technology"

Katz, "Postpolitics"

Poster, "Cyberdemocracy: Internet and the Public Sphere"

Rodman, "The Net Effect: The Public's Fear and the Public Sphere"

December 9

**Short paper #3/major project due**