

REVISED Syllabus
Social Aspects of New Electronic Media:
An Introduction to the Information Society (CS 197T)

Dr. Leah A. Lievrouw

Spring 2004 / Wednesday 12:00 - 2:50 p.m. / GSE&IS Bldg. 245
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Class Website: <http://www.sscnet.ucla.edu/04S/comm197t-1/>

Course Description and Objectives

Each new medium of communication or information technology seems to renew the belief that it will change people's perceptions, and therefore change social reality. In their turn, printing, photography, the telephone, radio, movies, television, cable services, and even perspective drawing in the Renaissance provoked remarkably similar predictions. Today such comments have been made about the Internet, cell phones, wireless networks, and so on. But if media really change society, how do we know? Do we live in an information society? This course examines the evolution and social implications of new information and communication technologies (ICTs). The development of various technologies are reviewed, and major social issues and cultural changes associated with their use are considered.

The main goal of the course is to familiarize students with the development of ICTs and their social and cultural implications. In addition, the course has several objectives. As a result of instruction in this class, students should be able to:

- Summarize the social and technical development of various media technologies;
- Identify the main social changes or issues associated with these systems;
- Describe and critique the major points of view regarding those social changes and issues; and
- Discuss these changes and issues within the larger context of the shift from industrial society to information society.

Course Requirements

Readings. Students will be expected to make cogent and prepared contributions to class discussions based on the assigned readings, which must be completed before class. Readings are listed below under **Weekly Topics and Readings**. Required course readings will be assigned from a textbook, a course reader, and online sources. The textbook is *Media Now: Communications Media in the Information Society*, 3rd edition, by Joseph Straubhaar and Robert LaRose (Belmont, CA: Wadsworth, 2001) and is available at the Ackerman bookstore. The reader is available from Westwood Copies, near the corner of Gayley and Weyburn in Westwood Village.

Electronic Resources. Students in the course are expected to have email addresses and to participate in class discussions at the class website. The discussion list is private and authenticated so that no one outside the class may participate or otherwise review the discussion -- that is, students must use their Bruin Online IDs and PIN numbers to access the discussion board from the main class web page.

Students are responsible for locating, retrieving and reading the online materials as assigned under **Weekly Topics and Readings**.

Students will also purchase (with the textbook) a “subscription” to the InfoTrac online catalog and document retrieval service, which can be accessed via the World Wide Web. Students will use InfoTrac to locate and obtain the latest updates on the various policy issues that will be covered in the course and as a resource (in addition to library resources) for the take-home mid-term examination (see below).

Examination. There is one take-home, mid-term examination. The exam will be available on the class website (or for pickup in the Department of Information Studies) on Wednesday, May 5 (5th week), and will be due no later than midnight on Friday, May 14.

Case Study. Each member of the class is also required to complete a case study project, which will be due on the last day of class and presented to the class during final exam week. Case topics and basic background materials will be provided by the instructor early in the quarter. Students may choose to submit their case studies either as term papers, or as web page resources, which will be posted or linked to the class web site. More information about the Case Study assignment will be given in class.

Grading Formula. Grading for the course will be based on the following formula: Preparation and discussion in class and online, 45%; mid-term examination, 25%; case study, 30%.

Weekly Topics and Readings

The topics for each week of the course are listed below. All readings listed are required. Students are required to come to class having read the materials for that day’s meeting.

Week 1 / April 7

The World of Tomorrow: What is the Information Society?

Video: *The World of Tomorrow*

TEXT: Straubhaar & LaRose, Chapter 1

READER:

Kumar, K. (1995). The information society. In *From Post-Industrial to Post-Modern Society: New Theories of the Contemporary World*, pp. 6-35. London: Blackwell.

Robins, K. and Webster, F. (1999). The long history of the information revolution. In *Times of the Technoculture*, pp. 89-110. London: Routledge.

Schement, J.R. and Lievrouw, L.A. (1987). The fundamental assumptions of information society research. In J.R. Schement and L.A. Lievrouw (Eds.), *Competing Visions, Complex Realities: Social Aspects of the Information Society*, pp. 1-10. Norwood, NJ: Ablex.

ONLINE:

Lievrouw, L.A. (Ed.) (2004). What’s changed about new media? Special fifth-anniversary issue of *New Media & Society*, 6(1), February.

Online subscription available through UCLA library.

Week 2 / April 14

Infrastructure and Social Change

READER:

Star, S.L. and Bowker, G.C. (2002). How to infrastructure. In L.A. Lievrouw and S.M. Livingstone (Eds.), *The Handbook of New Media: Social Shaping and Consequences of ICTs*, pp. 151-162. London: Sage.

Graham, S. and Marvin, S. (1996). Urban physical form. In *Telecommunications and the City: Electronic Spaces, Urban Places* (pp. 312-336). London and New York: Routledge.

Castells, M. (2002). The geography of the Internet: Networked places. In *The Internet Galaxy: Reflections on the Internet, Business and Society*, pp. 207-246. Oxford and New York: Oxford University Press.

Week 3 / April 21

Early Communication Forms: Oral and Writing

Video: *The Day the Universe Changed: A Matter of Fact*

READER:

Ong, W. (2000). Orality, literacy and modern media. In D. Crowley and P. Heyer (Eds.), *Communication in History: Technology, Culture and Society* (2nd ed.), pp. 63-69. White Plains, NY: Longman. (Reprinted from *Orality and Literacy*. London: Methuen/Routledge, 1982.)

Hobart, M.E. and Schiffman, Z.S. (1998). *Information Ages: Literacy, Numeracy and the Computer Revolution*. Baltimore, MD: Johns Hopkins University Press.

Orality and the problem of memory, pp. 11-31.

Early literacy and list making, pp. 32-61.

Havelock, E. (1995). The Greek legacy. In D. Crowley and P. Heyer (eds.), *Communication in History: Technology, Culture and Society* (2nd ed.), pp. 57-63. White Plains, NY: Longman. (Reprinted from *The Literate Revolution in Greece and Its Cultural Consequences*. Princeton, NJ: Princeton University Press, 1982.)

Week 4 / April 28

From Printing to E-Publishing

TEXT: Straubhaar & LaRose, Chapters 3 & 4

READER:

Eisenstein, E.L. (1983). Some features of print culture. In *The Printing Revolution in Early Modern Europe*, pp. 41-90. Cambridge: Cambridge University Press.

Innis, H.A. (1972). *Empire and Communications*. Toronto: University of Toronto Press.

Chapter 1, Introduction, pp. 3-11.

Chapter 7, Paper and the printing press, pp. 141-170.

(CONTINUED)

ONLINE:

Duguid, P. (1996). Material matters: The past and futurology of the book. In Geoffrey Nunberg (ed.), *The Future of the Book*, pp. 63-101. Berkeley and Los Angeles: University of California Press.
URL: <http://www2.parc.com/ops/members/brown/papers/mm.html>

Boczkowski, P. (2004). Excerpts from Chapter 7, "When We Were Print People", in *Digitizing the News*. Cambridge, MA: MIT Press, pp. 171-188.
URL (Online Journalism Review): <http://ojr.org/ojr/workplace/1075928349.php>

Lievrouw, L.A. (2001). The (continuing) search for the electronic publishing business. *ICA Newsletter* 29(2), March, 6-7.
Available as PDF from class website.

TK3 Reader and *Voyager* (online publishing/reading tools).
URL: <http://www.nightkitchen.com/>

Week 5 / May 5

Early Wired Technologies: Telegraph to Telephone

[Take-home midterm exam available in class and online]

Video: *The Telephone*

TEXT: Straubhaar & LaRose, Chapter 9

READER:

John, R.R. (2000). Recasting the information infrastructure for the industrial age. In Alfred D. Chandler, Jr. and James W. Cortada, *A Nation Transformed by Information: How Information Has Shaped the United States from Colonial Times to the Present*, pp. 55-106. Oxford and New York: Oxford University Press.

Carey, J.W. (1989). Technology and ideology: The case of the telegraph. In *Communication as Culture: Essays on Media and Society*, pp. 201-230. Winchester, MA: Unwin Hyman.

Fischer, C.S. (1995). The telephone takes command. In D. Crowley and P. Heyer (Eds.), *Communication in History: Technology, Culture and Society* (2nd ed.), pp. 167-173. White Plains, NY: Longman. (Reprinted from *America Calling: A Social History of the Telephone to 1940*. Berkeley and Los Angeles: University of California Press, 1992.)

Cherry, C. (1977). The telephone system: Creator of mobility and social change. In I. deS. Pool (Ed.), *The Social Impact of the Telephone*, pp. 112-126. Cambridge, MA: MIT Press.

Week 6 / May 12

Early Wireless Technologies: Broadcasting

[Take-home midterm exam due by MIDNIGHT FRIDAY MAY 14]

Video: *Empire of the Air*

TEXT: Straubhaar & LaRose, Chapters 5 & 7

READER:

Kern, S. (1995). Conclusion. In *The Culture of Time and Space: 1880-1918*, pp. 313-318. Cambridge, MA: Harvard University Press.

McLuhan, M. (1995). Understanding radio. In D. Crowley and P. Heyer (Eds.), *Communication in History: Technology, Culture and Society* (2nd ed.), pp. 256-261. White Plains, NY: Longman. (Reprinted from *Understanding Media*. New York: McGraw-Hill/Signet, 1964.)

Graham, M (2000). The threshold of the information age: Radio, television, and motion pictures mobilize the nation. In Alfred D. Chandler, Jr. and James W. Cortada, *A Nation Transformed by Information: How Information Has Shaped the United States from Colonial Times to the Present*, pp. 137-216. Oxford and New York: Oxford University Press.

Week 7 / May 19

Computers as Media

TEXT: Straubhaar & LaRose, Chapter 8

READER:

Abbate, J. (1999). Popularizing the Internet. In *Inventing the Internet*, pp. 181-220. Cambridge, MA: MIT Press.

Sproull, L.S. (2000). Computers in U.S. households since 1977. In Alfred D. Chandler, Jr. and James W. Cortada, *A Nation Transformed by Information: How Information Has Shaped the United States from Colonial Times to the Present*, pp. 257-280. Oxford and New York: Oxford University Press.

ONLINE:

Cortada, J.W. (2000). Progenitors of the information age. In Alfred D. Chandler, Jr. and James W. Cortada, *A Nation Transformed by Information: How Information Has Shaped the United States from Colonial Times to the Present*, pp. 177-216. Oxford and New York: Oxford University Press.

URL (pdf):

http://www-personal.si.umich.edu/~rfrost/courses/SI110/readings/Basic_IT/cortada.pdf

Ceruzzi, P. (2000). The advent of commercial computing, 1945-56. Excerpted from Chapter 1 of *A History of Modern Computing*, Cambridge, MA: MIT Press.

URL:

<http://www.washingtonpost.com/wp-srv/style/longerm/books/chap1/historyofmoderncomputing.html>

Week 8 / May 26

Convergence: From Information Society to Digital Culture

TEXT: Straubhaar & LaRose, Chapter 6

ONLINE:

Special Issue: The Tenth Anniversary of the New York Digital Salon. *Leonardo*, 35(5), November 2002. URL: <http://muse.jhu.edu/journals/leonardo/toc/len35.5.html>

Includes examples of works from the NY Digital Salon, plus:
Malina, R.F., "The stone age of digital arts"
Manovich, L., "Ten key texts on digital art: 1970-2000"
Ippolito, J., "Ten myths of Internet art"

Manovich, L. (1999 [1995]). What is digital cinema? Reprinted in P. Lunenfeld (Ed.), *The Digital Dialectic: New Essays on New Media*, pp. 172-192. Cambridge, MA: MIT Press.

Manovich, L. (1999) *New Media: A User's Guide*.
URL: <http://www.manovich.net/>

Histories of Internet Art
URL: <http://art.colorado.edu/hiaff/home.htm>

Joyce, Michael: *Afternoon: A Story; Twilight: A Symphony; TwelveBlue*
URL: <http://www.eastgate.com/TwelveBlue/>

Mark Amerika URL: <http://www.markamerika.com/>

Week 9 / June 2 Preserving the Digital Legacy

[Case Studies due SUNDAY, JUNE 6 BY MIDNIGHT.]

Video: *Into the Future*

CLASS HANDOUT:

Lievrouw, L.A. (2000). "Dead media" and the loss of electronic cultural heritage. *ICA Newsletter*, 28(1), January, 12-13.

ONLINE:

Lee, K.-H., Slattery, O., Lu, R., Tang, X., and McCrary, V. (2002). The state of the art and practice in digital preservation. *Journal of Research of the National Institute of Standards and Technology*, 107(1), January-February, 93-106.
URL: <http://www.nist.gov/jres>

Week 10 / June 9 Case Study Presentations