This course considers the emergence of new media technologies in historical and social contexts. It begins with the assumption that the term new media must be understood to include all media as emergent phenomena; any medium was new once. Our understanding of new media as a term describing recent and contemporary digital and networked technologies should benefit from an understanding of the long history of new technologies of communication. The course also is concerned with the renewal of media, as technological change produces new meanings and identities for familiar objects. The course name, “Old Media as New Media,” indicates an attempt to see media that we now regard as old, such as the printing press, telegraph, telephone, radio, cinema, television, and even the internet, through fresh eyes.

Assignments

1. A reading response of 1000-1500 words to be shared with the class a day before the seminar meeting, 10%

2. A book review of 2000-2500 words, 15%

3. Participation, 15%

4. A research paper of 5000-7500 words, 60%, of which 10% (i.e., 6% of final grade) will be for the proposal.

Schedule

January 24 Course Introduction: Baym, Peters, Wheeler

January 31 From Oral to Electronic (Writing, Printing, Electronic Media): Ong, McLuhan x2

February 7 Communication and Transportation (Telegraphy, Broadcasting): Carey, Czitrom ch. 1, Popp

February 14 Old and New Technology: Marvin, When Old Technologies Were New

February 21 Telephony: Fischer, Martin
February 28 Radio and Cinema: Boddy ch. 1, 2; Czitrom ch. 2, 3

March 7 Television I: Williams, *Television: Technology and Cultural Form*

March 14 Television II: Boddy, introduction and remaining chapters PAPER PROPOSAL due

--- Spring Break ---

March 28 Social Media: Marwick, *Status Update* BOOK REVIEW due

April 4 Theorizing Communication: Czitrom, ch. 4-6

April 11 Theorizing Technology: Pinch & Bijker, Kline & Pinch, Silverstone & Haddon

April 18 Medium vs. Technology: Newman, Carey & Quirk

April 25 Conferences, no class

May 2 Show & Tell, final class meeting

Monday, May 12 FINAL PAPER due

Readings


Claude S. Fischer, “The Telephone in America” and “Personal Calls, Personal Meanings,” *America Calling: A Social History of the Telephone to 1940* (California, 1992), 33-59; 222-254.

Ronald Kline and Trevor Pinch, “Users as Agents of Technological Change: The Social

Marshall McLuhan, “*The Playboy Interview*."


Benjamin Peters, "And Lead Us Not Into Thinking the New is New: a Bibliographic Case for New Media History" *New Media & Society* 11 (2009), 13-30.


**Policies**
Written assignments must be formatted as follows:
-Times New Roman 12 pt font, including page and endnote numbers, which need to be changed from the default
-1-inch margins top, bottom, left, and right
-Numbered pages
-Your name, my name, the date, the course number, and a title on the first page
-No extra spaces between paragraphs
-Chicago style, with endnotes (no bibliography necessary)
-saved as PDF
-your last name in the filename

University policies
Students with disabilities should notify the instructor as soon as possible so that every possible accommodation may be made. For more see http://www4.uwm.edu/sac/SACltr.pdf.

Students whose religious observance conflicts with class requirements should do the same. For more see http://www4.uwm.edu/secu/docs/other/S1.5.htm.

Academic misconduct may result in severe sanctions. For more see http://www4.uwm.edu/acad_aff/policy/academicmisconduct.cfm.

These and many other UWM policies are detailed in this document: http://www4.uwm.edu/secu/SyllabusLinks.pdf.