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 considers how existing media change to adapt to innovations in technology, such that an old medium like television can be approached as a form of new media when it develops new technologies such as digital sets and recording devices. We will approach new media as a way of understanding both emergent and developing technologies.

**Required texts:**

- *You’ve Got Mail* (1998 motion picture written and directed by Nora Ephron)
- Readings posted to D2L as PDFs or links to websites

**Assignments:**

- **Readings Responses: 10x2=20%**
  
  You are required to submit at least 5 reading responses of minimum 200 words during each half of the course. The halfway point is February 28. If you have submitted fewer than 5 on February 28, you cannot make up any of these. Each reading response should engage with the reading for a particular day and must be submitted before the beginning of class time for full credit. Responses submitted after the beginning of class can only earn a maximum of 1 out of 2 points. If you submit more than 5, the top 5 grades will count. We will circulate a sign-up sheet for reading responses on the first day of class. For more info see the assignment prompt in D2L.

- **First project=10%**
The first project will be a paper of minimum 1500 words analyzing a particular “old” media artifact using primary sources such as newspaper or magazine articles or advertisements to understand how they were regarded in the past. The cutoff for "old" media is January 1, 2008, and none of your sources may be more recent than that date. For this assignment, you may have an extra credit opportunity to revise the paper based on my feedback to improve your grade or, if you have gotten a very good grade initially (9 or 10), to possibly place out of taking an exam depending on the quality of the revision. The deadline for the extra credit opportunity is April 13.

-Take home exams 15x2=30%
Essay format. Not cumulative. Entirely based on our readings and class discussions. No surprises. You'll have 48 hours to answer them.

-Final research project including the following components:

➢ proposal 3
➢ bibliographic essay 3
➢ Presentation 3
➢ Paper 21
➢ total=30%

If any preliminary piece of the final project is missing (proposal, bibliographic essay, presentation), the maximum grade you can get on the paper will be a C (15/21). More info on this assignment to come later in the semester.

-Participation 5x2=10%
This grade will be calculated twice, once after March 7 and once at the end of the semester.

Ways to earn good grades in participation:
➢ Coming to class having done the reading, which you have brought with you.
➢ Speaking intelligently in class on the topic of the day’s readings.
➢ Answering the instructor’s questions.
➢ Asking questions about things you don’t understand or want to know more about.
➢ Seeming like you care.

Mostly irrelevant to your participation grade:
➢ Showing up.

Late Work
Reading responses may be submitted late for half credit, maximum one per week of the course, until the mid-semester cutoff for the first five, and the final class meeting for the second five.

The first project, the first exam, the proposal, and the bibliographic essay will be penalized one point per day including weekends for lateness.

The final paper and the final exam will be penalized one point per day including weekends for lateness up to three days. After three days late, they will not be accepted unless an incomplete
grade is given; for more on **incompletes**, see here: https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf.

Please speak with me if you think you cannot meet any course deadline *before the deadline* and I will work with you on accommodations if possible. If you wait until after the deadline has passed, the late work policy above will apply.

**Plagiarism will not be tolerated.**
Please read the UWM Academic Misconduct Guide for Students: https://www4.uwm.edu/dos/conduct/academic-misconduct.cfm

**Communicating Outside of Class**
Two good ways to communicate with me outside of class: coming to my office hours and sending me an email.

You do not need an appointment to come to office hours Wednesdays 2-4 pm. I am also available to talk at other times without an appointment if I am in my office and the door is wide open.

I do not look at my email after 6 pm or on weekends and will never reply to you before the next weekday morning if I receive an email at night or on a Saturday or Sunday.

**Attendance** is mandatory. You may miss one class without penalty in each half of the course. Each additional absence during each half of the course will result in a penalty of 2 points off your final grade. If you have to miss more than one class during each half, you should speak with me in person during my office hours.

**Extra credit** will be given only as specified on the syllabus by rewriting the first paper based on my feedback. No other extra credit assignments will be given.

**Special Accommodations**
If you need special accommodations in order to meet any of the requirements of this course, please contact me as soon as possible.

Students will be allowed to complete examinations or other requirements that are missed because of a religious observance.

**Emergencies, Crises, Stressful Situations**
UWM has resources to help students facing difficult challenges. Here are some:

- **UWM Emergency Grant**, which can make funds available to help cover expenses related to an unforeseen financial emergency
- **Norris Health Center and University Counseling** can help with medical care and mental health services
The Dean of Students office is a place to report incidents and concerns. Please familiarize yourself with the university's policies on students with disabilities, religious observance, students called to active military duty, incompletes, discriminatory conduct (such as sexual harassment), complaint procedures, grade appeal procedures, and final examinations. Go to http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf for more information about these policies.

**Schedule:**

**Week 1: Introduction**
Monday, January 22 Course Introduction

Wednesday, January 24 “Making New Media Make Sense,” *Personal Connections in the Digital Age* (Polity, 2010), 22-49

**Week 2: Theorizing Medium/Technology**


**Week 3: Telegraph**


**Week 4: Telephone**
Monday, February 12 Claude S. Fischer, “The Telephone in America,” *America Calling: A Social History of the Telephone to 1940* (California, 1992), 33-59

Wednesday, February 14 Fischer, “Personal Calls, Personal Meanings,” *America Calling*, 222-254

**First project due: Friday, February 16**

**Week 5: Radio**

**Week 6: Exam #1/TV -- Flow**

Monday, February 26  take-home exam #1 due at 1:45 pm; no class


<--halfway point for reading responses-->

**Week 7: TV -- the home**


Wednesday, March 7  Spigel, *Make Room For TV*, 99-135 “The Home Theater”

<--halfway point for attendance & participation-->

**Week 8: TV -- video**

Monday, March 12  Michael Z. Newman, *Video Revolutions: On the History of a Medium* (Columbia, 2014); reading response on VR though page 72

Wednesday, March 14  No class; online continuation of *Video Revolutions* discussion in D2L; reading response on VR page 73-end

**SPRING BREAK**

**Week 9: Video games/working with primary sources**

Monday, March 26  Early video games primary sources PDF bundle (NB: *not a reading response day*)


Final research project proposal due: Friday, March 30

**Week 10: Conferences, no class**

Monday, April 2  conferences

Wednesday, April 4  conferences
Week 11: *The Master Switch*

**Monday, April 9** Tim Wu, *The Master Switch: The Rise and Fall of Information Empires* (Vintage, 2011), 3-156

**Wednesday, April 11** Wu, *The Master Switch*, 157-204

**Extra credit revision deadline: Friday, April 13**

Week 12: *The Master Switch*/When the Web Was New

**Monday, April 16** Wu, *The Master Switch*, 205-319

**Wednesday, April 18** John Perry Barlow, “*A Declaration of the Independence of Cyberspace*” (1996); W. Joseph Campbell, “*Recalling the quaint early struggles to describe the web,*” 1995blog (2015); *The Cluetrain Manifesto* (1999) and New Clues (2015); WATCH *You’ve Got Mail*


**Bibliographic essay due: Friday, April 20**

Week 13: Internet Histories

**Monday, April 23** Julian Dibbell, “*A Rape in Cyberspace*” (1993/1998); continuation of *You’ve Got Mail* discussion

**Wednesday, April 25** Andrew J. Bottomley, “Podcasting, *Welcome to Nightvale*, and the Revival of Radio Drama,” *Journal of Radio & Audio Media* 22.2 (2015), 179-189; listen to any episode of *Welcome to Nightvale* and choose any episode (one each) from column A and column B

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Week 14: Internet cont.; presentations

the Gif Space,” Flow (October 2, 2017), http://www.flowjournal.org/2017/10/in-the-gif-space/; readings and other materials for discussion to be chosen by students re: MEMES.

If you are doing a reading response for today, it has to talk about all three gif articles; this is the last day for RRs.

**Wednesday, May 2** presentations

**Week 15: Presentations**

**Monday, May 7** presentations

**Wednesday, May 9** presentations; **final project due by 12:30 (start of class)**

**Take-home final exam due 2:30 pm, Thursday, May 17**

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**Workload Statement**

This 3-credit course should take 144 of your time.

In-class or equivalent (re midterm exam/conferences): 35 hours

Studying for and writing exams: 15 hours

Reading: 3 hours per week or 42 hours

Working on Reading Responses: an hour each, times 10 = 10 hours

Working on first project: 10 hours

Working on final project: 32 hours

**TOTAL:** 144