

**JAMS 855 Topics in New Media**  
**Spring 2014: "Old Media as New Media"**  
**Prof. Michael Newman**  
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**Office Hours: Wednesday 3-5 or by appointment**

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

Nancy Baym, "Making New Media Make Sense," *Personal Connections in the Digital Age* (Polity, 2010), 22-49.

William Boddy, *New Media and Popular Imagination: Launching Radio, Television, and Digital Media in the United States* (Oxford, 2004).

James W. Carey, "Technology as Ideology: The Case of the Telegraph," *Communication as Culture: Essays on Media and Society* (Routledge, 1992), 201-230.

James W. Carey and John J. Quirk, "The Mythos of the Electronic Revolution," in James W. Carey, *Communication as Culture: Essays on Media and Society* (Routledge, 1992), 113-141.

Daniel J. Czitrom, *Media and the American Mind: From Morse to McLuhan* (North Carolina, 1982).

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

Construction of the Automobile in the Rural United States," *Technology and Culture* 37 no. 4 (1996), 763-795.

Marshall McLuhan, ["The Playboy Interview"](#).

Marshall McLuhan, excerpts from *The Essential McLuhan* (Basic, 1996).

Michèle Martin, "The Culture of the Telephone," in Patrick D. Hopkins (ed.), *Sex/Machine: Readings in Culture, Gender and Technology* (Indiana, 1989), 50-74.

Carolyn Marvin, *When Old Technologies Were New: Thinking about Electric Communication in the Late Nineteenth Century* (Oxford, 1988).

Alice Marwick, *Status Update: Celebrity, Publicity, and Branding in the Social Media Age* (New Haven: Yale UP, 2013).

Michael Z. Newman, *Video Revolutions: On the History of a Medium* (Columbia UP, 2014).

Walter J. Ong, "Writing Restructures Consciousness," *Orality and Literacy*, 2nd ed. (Routledge, 2002), 78-116.

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.

Trevor J. Pinch and Wiebe E. Bijker, "The Social Construction of Facts and Artefacts: Or How the Sociology of Science and the Sociology of Technology Might Benefit Each Other," *Social Studies of Science* 14 no. 3 (1984), 399-441.

Richard Popp, "Machine-Age Communication: Media, Transportation, and Contact in the Interwar United States," *Technology and Culture* 52 no. 3 (2011), 459-484.

Roger Silverstone and Leslie Haddon, "Design and the Domestication of Information and Communication Technologies: Technical Change and Everyday Life," in Robin Mansell and Roger Silverstone (eds.), *Communication By Design: The Politics of Information and Communication Technologies* (Oxford UP, 1996), 44-74.

Tom Wheeler, *Net Effects: The Past, Present, and Future Impact of our Networks* (Amazon Digital Services, 2013).

Raymond Williams, *Television: Technology and Cultural Form* (Routledge, 2003).

## **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](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>.