

Department of Computing Science and Department of English Studies

DG M01 Digital Media

Room: Pathfoot A96

Monday, 2-3 pm, starting 22 Feb 2010

Convenor: Amy Palko (English Studies)

Draft: last updated AP, 2 Feb 2010

Lecturers

Amy Palko, English Studies

a.j.palko@stir.ac.uk

Leslie Smith, Computing Science

l.s.smith@cs.stir.ac.uk

Margot Buchanan, Film & Media Studies

m.a.buchanan@stir.ac.uk

This cross-disciplinary, freestanding Level 8 module is open to both Semester 4 and Semester 2 students. It aims to introduce students to some of the technical aspects of digital media and to consider their cultural impact. Students will begin to develop an understanding of the nature of digital media and of their place in the wired world. They will be able to manipulate some types of digital media, and to use them in an appropriate way within contexts such as internet applications.

Topics will include:

- What are digital media?
- What difference does digital make?
- Familiarisation with tools
- Changes in the music business
- Creativity and the internet: blogs and user-generated content
- Discourse and virtual identity

Assessment

Coursework 70%

Examination 30%

Students will develop a digital media object of their own and produce a discursive essay of approx. 1-1,500 words (70%). These should be submitted to the English Studies office A11 Pathfoot by 10/05/10. We cannot accept work after 20/05/10. They will also take a short multiple choice exam (30%) which will be scheduled in due course.

Lectures: Mondays 2-3pm, Pathfoot A96

Week 1 22/2/10	What are digital media? (LSS) Introduction to course/course organisation. The range of digital media: sound, images, video. The difference that digital makes: Non-linearity, copy-ability, distribution aspects, ease of manufacture, and the implications of these aspects. Effects of digitization on different types of media: text, music, images, video. Annotation and re-use. Software for digital media (introduction to lab work) <i>Reading</i> Digital media, digital music, digital art (etc.) entries in Wikipedia (see http://en.wikipedia.org)
-------------------	---

	Berners-Lee, Tim. 'Answers for Young People': http://www.w3.org/People/Berners-Lee/Kids.html .
Week 2 1/3/10	Hypertext and Narrative (AP) Storytelling from orality to manuscript to codex to hypertext. Production and reception of texts. Narrative construction and the hermeneutic code. New media narratives: flicktion, ARG, hypertext. Authority in Geoff Ryman's novel <i>253</i> . <i>Reading</i> Hypertext entry in Wikipedia Bush, Vannevar 1945. 'As we may think', The Atlantic Monthly (July 1945), available at http://www.theatlantic.com/doc/194507/bush Ryman, G. 2001, <i>253</i> , http://www.ryman-novel.com/ Losowsky, A. <i>Doorbells of Florence</i> , http://www.flickr.com/photos/andrewlos/sets/72057594058095417/ 2007, <i>World Without Oil</i> , http://www.worldwithoutoil.org/
Week 3 8/3/10	Digital Sound: digital media and the music business (LSS) From Shellac to vinyl to CDs and MP3s and beyond. Digital media and the demystification of recording and distribution. Copying, copyright and digital rights.
Week 4 15/3/10	Digital images and video (LSS) Cameras, the death of the trade in developing photographs, and fear in Hollywood. From wet plates to flash chips, photo albums to Facebook. Digital media and images, film and downloads. Image and video aspects of copying, copyright and digital rights.
Week 5 22/3/10	Digital Media and Identity (MB) Theories of digital technologies: the attributes they offer and which make them so appealing to users. Construction of identity. Visibility. Interaction. Participation. Surveillance. Intercreativity. Freedom from spatial and temporal restraints. Computer-mediated-communication. <i>Reading</i> Boyd, d and Ellison, N.B. (2007) 'Social Network Sites: Definition, History, and Scholarship' in <i>Journal of Computer Mediated Communication</i> 13(1) article 11 (available online) Castells, Manuel (2007) 'Communication, Power and Counter-power in the Network Society' in <i>International Journal of Communication</i> 2007 (1) pp 238-266 (available on line) Thompson, J.B. (2005) 'The New Visibility' in <i>Theory, Culture and Society</i> 2005 22(6): pp 31-51 (available online)
Week 6 29/3/2010	The Blogging "I" (AP) Articulation of self as a distinct genre. Gendering of autobiographical narrative. Growth of autobiographical, web-based narrative. Women autobiographers in the blogosphere: Dooce, Baghdad Burning, Wife in the North & the blog/book/film Julie/Julia. The philosophical concept of the digital flaneuse with respect to the theories of Michel de Certeau, Changing narratives dependent upon medium. <i>Reading</i>

	<p><i>Dooce</i> http://www.dooce.com/ <i>Bahgdad Burning</i> http://riverbendblog.blogspot.com/ <i>Wife in the North</i> http://www.wifeinthenorth.com/ <i>Julie/Julia</i> http://juliepowell.blogspot.com/</p>
<p>Week 7 12/4/2010</p>	<p>Digital Games and Virtual Worlds (Second Life, etc.) (<i>DEC</i>) <i>Reading</i> Mactavish, Andrew 2007. 'Licensed to Play: Digital Games, Player Modifications, and Authorized Production', in A Companion to Digital Literary Studies, ed. by Ray Siemens and Susan Schreibman, Oxford: Blackwell, 349-68 Lanchester, John 2009. 'Is it Art? On Video Games', London Review of Books, 31:1 (1 January 2009), 18-20, at http://www.lrb.co.uk/v31/n01/lanc01_.html</p>
<p>Week 8 19/4/2010</p>	<p>Case study: the case of Susan Boyle (<i>MB</i>) Case study of Susan Boyle, winner of <i>Britain's Got Talent</i> (ITV 2009). How digital media worked to give Boyle a place on the world stage. Susan Boyle on Facebook. <i>Reading</i> (http://henryjenkins.org/2009/04/how_sarah_spread_and_what_it_m.html http://www.ukgameshows.com/page/index.php?title=Opportunity_Knocks Boyd, D.M. (2008) 'Friends, Friendsters, and Top 8: Writing community into being on social network sites' <i>first Monday</i> http://www.firstmonday.org/issues/issue11_12/boyd/index.html accessed 2/10/2008 Miller, V. (2008) 'New Media, Networking and Phatic Culture' <i>Convergence</i> 2008 14(4) pp387-400 http://www.con.sagepub.com accessed 31/3/2009</p>
<p>Week 9 26/4/2010</p>	<p>Cyberpunk and the post-human (AP) Human engagement with technology. Boundaries between the body and technology. Post-humanism & the blurring of boundary. Haraway's Cyborg Manifesto. Baudrillard's theory of the simulacra and the hyperreal. Cyber representations of the body. The Matrix (film) and ExistenZ (film). Development of virtual, multiple, emergent identities through engagement with social media networks: Twitter, FaceBook and Second Life. <i>Reading</i> Cronenberg, D. (1999) <i>eXistenZ</i> (film) Wachowski A. & Wachowski L. (1999) <i>The Matrix</i> (film) Haraway, D. (1991) "A Cyborg Manifesto: Science, Technology, and Socialist-Feminism in the Late Twentieth Century," in <i>Simians, Cyborgs and Women: The Reinvention of Nature</i> New York; Routledge (pp.149-181). Available: http://www.stanford.edu/dept/HPS/Haraway/CyborgManifesto.html</p>
<p>Week 10 28/4/2009</p>	<p>Politics and social networking (MB) Social network sites, particularly Facebook and Twitter, and their use by politicians. How do politicians use these sites; what can they gain from SNS; what can the electorate gain from politicians' adoption of SNS – particularly in the run-up to a general election? <i>Reading</i></p>

	<p>Stirling University Library: E-Journal Gateway <i>Parliamentary Affairs</i> Vol. 61 (4) 2008 pp. 642-660 http://pa.oxfordjournals.org.ezproxy.stir.ac.uk/cgi/reprint/61/4/642 Castells, M. (2004) 'Informational Politics and the Crisis of Democracy' in <i>The Power of Identity: Economy, Society and Culture</i> pp. 367-419</p>
--	--

Computer Lab sessions: Mon 11-12, Wed 9-10 and 12-1, Pathfoot G8.

Attendance at computer labs is prescribed (you must attend them) and students who miss more than three labs – for whatever reason, even illness – will receive a **'no grade'** for that module. There are no grounds on which an appeal can be made against this university ruling.

Lab sheets for sessions will be released for students to work through at own pace in the following topics from the week starting 22/2/2010

- Dreamweaver 1/HTML/etc. (LSS)
- Dreamweaver 2 (LSS)
- Audacity/Digital Audio (LSS)
- Paint.net, GIMP (LSS)
- Flash (LSS)
- Ning (AP)
- Wordpress (AP)
- Project labs (to end of semester).

Seminars/Tutorials: Monday 3-4, 4-5, 5-6, all Pathfoot B17; Friday 1-2, 2-3, both Pathfoot B2. These take place only in weeks 3, 6, and 9 (note: week 1 starts 22 Feb). The exceptions to this are the Friday tutorials in week 6; as this is Good Friday, these tutorials will be held the week before (Friday 26th March).

- The difference that digital makes. (LSS) week 3 (starting 8 March)
- Digital media and narrative (AP) week 6 (starting 29 March)
- The assimilation of digital media into cultural practice. (MB) week 9 (starting 26 April)

You will be able to sign up for a tutorial group and computer lab of your choice by accessing the DGM901 module pages on WebCT. Enrolment in a tutorial group *and* computer group is mandatory. Although lecture hours cannot be altered, there is a wide choice of tutorial meeting times, so that you can select a tutorial hour that does not clash with your timetabled commitments in your other subjects.

To access the tutorial sign-up facility for DGM901, go to the DGM901 Home Page, to which you will find a link when you sign on to WebCT. On the DGM901 page you will see a link for Tutorial Sign-Up. Click this link and you will be taken to a page listing tutorial groups, places and times. Look through the available classes while consulting your own timetable, and choose a slot that suits you. N.B.: It is not possible to delete your choice once you have made it, so please be sure you want to sign up for that class before you click! Make a note of the time and place. Then return to the

DGM901 Home Page and click on the link for Computer Lab Sheets. Here you'll find instructions about the first computer lab tasks.

If you have difficulty with the sign-up facility, you should contact Laura Paterson in the English Studies office: laura.paterson@stir.ac.uk Tel: 01786 467495.

Your key resource for DGM901 is WebCT. Please take time to familiarize yourself with the module Home Page. Study materials, module information, essay titles, general announcements and much more will appear on WebCT during the course of the semester, so you should check it frequently.