History of Electronic Media
(*taught Summer 2012, UCSD, Department of Communication COSF 130, class size: 8)*

Description:
This class is about Technology, History and how they both relate to what we like to call Progress.
We will cover electronic media progress from the mid 19th to early 21st centuries and how it
structures and is structured by our dreams of the future.

Requirements:
- Quizzes - 5 in-class reading quizzes. They will be given at random during the class period.
  Possible question types: multiple choice, matching, fill in the blank, short answer, short essay.
- Ontology Paper (two pages) - You must pick one electronic medium and describe its ontology/
  form: what is it; how does its form matter; how does it relate to other media; etc**.**
- Final Exam - in-class final exam. Extended quiz with full essay.
Formula: Attendance and Participation (~20%), 5 quizzes (~25%), Ontology Paper (~25%),
     Final Exam (~30%)

Required Materials:
- Vincent Mosco. *The Digital Sublime: Myth, Power, and Cyberspace*. MIT Press, 2004.
- Daniel Czitrom. *Media and the American Mind: From Morse to McLuhan*. University of North
  Carolina Press, 983.
- Vernor Vinge. *Rainbows End.* Tor Science Fiction, 2007.
    - all other readings are available through the library e-reserves or the provided URL.

Syllabus:
A) History and Future
Class 1 - Keywords: Media, Technology, History, Progress
- Raymond Williams. "Media" and "Technology" in Keywords. pp. 203-4; 315-6.
- Bill Schwarz. "History" in New Keywords. pp. 156-159.
- David Morley. "Media" in New Keywords. pp. 211-214.
- David Ross. "Technology" in New Keywords. pp. 342-344.

Class 2
- Walter Benjamin. "On the Concept of History" (http://www.marxists.org/reference/archive/
  benjamin/1940/history.htm)
- Leo Marx and Merritt Roe Smith. "Introduction" in *Does Technology Drive History? The
  Dilemma of Technological Determinism*: pp. ix-xv
- Mosco. "The Secret of Life" in *The Digital Sublime*: pp. 1-16.
- Mosco. "Myth and Cyberspace" in *The Digital Sublime*: pp. 17-53.

Class 3
- Mosco. "Cyberspace and the End of History" in *The Digital Sublime*: pp. 55-84.

- Mosco. "Loose Ends: The Death of Distance, the End of Politics" in *The Digital Sublime*: pp. 85-115.

B) Previous Era/Previous Media
Class 4
- Mosco. "When Old Myths Were New: The Ever-Ending Story" in *The Digital Sublime*: pp. 117-140.
- Czitrom. "'Lightning Lines' and the Birth of Modern Communication, 1838-1900" in Media and the American Mind: pp. 3-29.

Class 5
- Czitrom. "American Motion Pictures and the New Popular Culture, 1893-1918" in *Media and the American Mind*: pp. 30-59.
- Czitrom. "The Ethereal Hearth: American Radio from Wireless through Broadcasting, 1892-1940" in *Media and the American Mind*: pp. 60-88.

Class 6
- Czitrom. "Metahistory, Mythology, and the Media: the American Thought of Harold Innis and Marshall McLuhan" in *Media and the American Mind*: pp. 147-182.
- Czitrom. "Epilogue: Dialectical Tensions in the American Mind, Past and Future" in *Media and the American Mind*: pp. 183-196.

Class 7 - New Media
- Vannevar Bush. "As We May Think." *The Atlantic* July 1945. http://www.theatlantic.com/magazine/archive/1945/07/as-we-may-think/3881/
- Douglas Engelbart. "Augmenting Human Intellect: A Conceptual Framework." in *The New Media Reader*: pp. 93-108.
- Stuart Moulthrop. "You Say You Want a Revolution? Hypertext and the Laws of Media" in *The New Media Reader*. pp. 691-704.
- Robert Coover. The End of Books. New York Times Book Review 11, 23-25. June 21, 1992.
- Michal Daliot-Bul. "Japan's Mobile Technoculture: The productions of a cellular playscape and its cultural implications" in *New Media and Technocultures Reader*: pp. 465-478.

C) Problems with Progress
Class 8 - Attention, Obsolescence and Trash
- David M Levy. "No Time to Think: Reflections on Information Technology and Contemporary Scholarship." *Ethics and Information Technology* 2007: pp. 237-249.
- Michelle Henning. "New Lamps for Old: Photography, Obsolescence, and Social Change" in *Residual Media*: pp. 48-65

Class 9
- Jonathan Sterne. "Out with the Trash: On the Future of New Media" in *Residual Media*: pp. 16-31.

- Raiford Guins. "Concrete and Clay: The Life and Afterlife of E.T. The Extra-Terrestrial for the Atari 2600" in *Design and Culture* vol. 1 issue 3: pp. 345-364.

Class 10 - Futures Past and Present
- Waldemar Kaempffert. "Miracles You'll See In the Next Fifty Years." *Popular Mechanics* February 1950 (http://blog.modernmechanix.com/miracles-youll-see-in-the-next-fifty-years/)
- David Pescovitz and Brad Wieners. *Reality Check*. (selections).
- Vernor Vinge. *Rainbows End*.