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|  | **LMC-8000 Pro Seminar in Media Theory** |

**1. Instructor Name, Contact Information and Office Hours**

Instructor: Jay Bolter

Email: [jay.bolter@lmc.gatech.edu](mailto:jay.bolter@lmc.gatech.edu)

Phone:

Office: TSRB 320

Meetings by Appointment

**2. Course Prerequisites:**(None)

**3. Core Area/Attributes Fulfilled by this Class:** (None)

**4. Course Description**

In this seminar students will explore the key traditions of disciplinary and theoretical inquiry that contribute to the study of Digital Media, including design theory, literary-critical theory, visual culture and the cultural studies of media, communications theory, and performance studies. Students will examine key texts in each of these areas and explore their application to representative digital artifacts.

**5. Learning Outcomes**

* demonstrate their understanding of the assumptions and methodologies characteristic of each of these approaches
* write a research paper using media theory to advance our understanding of digital media.

**6. Required Texts**

**Books**

Wardrip-Fruin & Montfort (Eds.), *The New Media Reader*

**7. Graded Assignments**

**Class participation: 50%** Students are expected to attend class and participate in the summary and analysis of assigned material

**Final paper: 50%** Students will complete a major paper during the semester. The stages of completion are: proposal, outline, draft, final draft. These will occur throughout the semester with the final draft due on the final day of class.

**8. Attendance Policy**

Attendance and punctuality are mandatory. Three or more unexcused absences will result in a half grade point reduction. An **excused** absence is one in which permission is requested in advance and you have a legitimate reason to skip class, such as an illness. You are expected to make up what you missed by checking with other students and reviewing lecture materials on the web site.

**9. Information for Students with Disabilities**

Please notify the instructor if you have any disabilities with which you need special assistance or consideration. The campus disability assistance program can be contacted through ADAPTS: <http://www.adapts.gatech.edu>

**10. Honor Code Statement**

Students are expected to adhere to the Georgia Tech Honor Code:

<http://www.honor.gatech.edu/plugins/content/index.php?id=9>

**12. Course Schedule**

1. Introduction: Computer as a New Medium

Introductions to NMR by Murray and by Manovich, NMR, 3-25;

Bush, NMR, 35-44

Nelson, NMR, 301-338;

Williams NMR, 289-300

2. Interactive Narrative: visual forms

Murray, Hamlet on the Holodeck, Chapter 3 and 4

Laurel, Brenda. Computers as Theater 1, 6

Ryan, Mary-Laure. Avatars of Story, Chapters 1, 5

also: Aristotle, Poetics

Benjamin, “What is Epic Theatre?”

3. Filmic narrative and film theory Bordwell, David, Post theory

Bazin, André, The Ontology of the Photographic Image and the Myth of Total Cinema

Mulvey, Visual Pleasure and Narrative Cinema

4. Game Studies

Ian Bogost, Persuasive Games

Essays from First Person

5. Interactive Narrative and textual theory Joyce Siren Shapes, NMR 613-624 (Of Two Minds)

Stuart Moulthrop, NMR, 691-704

Aarseth NMR 761-780; also Cybertext

Hayles, Writing Machines

Landow, George. Hypertext.

Hayles on Digital Literature (http://eliterature.org/pad/elp.html)

**Visual form and the materiality of the medium**

6. Digital Theory and Art

Lev Manovich, Language of New Media

Prologue (xiv-xxxvi); 1. What is New Media (18-61); 5 The Forms: The Database (212-285)

Software Takes Command, Introduction

7.. Art and Picture theory I

Barthes, essays from Image, Music Text

Goodman, excerpts from Languages of Art

Mitchell, W. J. T., Picture Theory (introduction)

8. Modernism in art

Greenberg, “Avant-garde and Kitsch” and “Modern Painting”

Higgins, Intermedia

Debord, Society of Spectacle (also look at the film version on YouTube)

Drucker, chapter from Sweet Dreams

9.. Art and Picture Theory II

Mitchell, W.J., chapters from Reconfigured Eye

Carroll, Noel. excerpts from Theories of Art Today. Wisconsin: 2000.

10. Visual Cultural Studies

Sturken and Cartwright, Practices of Looking, Intro & Chapters 1-7

**The modern, the postmodern, and the avantgarde**

11. Modern(ist) Media Theory

Benjamin, “Work of Art in the Age of Mechanical Reproduction”

Adorno and Horkheimer, “The Culture Industry”

McLuhan, chapters from Understanding Media

Latour, We Have Never Been Modern

12. Postmodern Media Theory

Baudrillard, excerpts from Simulacra and Simulations,

Jameson, chapters from Postmodernism

Lyotard, The Postmodern Condition

**Code vs Culture**

13. Technology and media

Heidegger, Martin, The Question Concerning Technology and Other Essays

Kittler, Friedrich, There is No Software

14. Discussion

15. Discussion

16. Discussion