

MEDIA CRITICISM

ITI46409 000 Mediekritikk (Spring 2011)

0.1 General information

This course is obligatory in the Design of Digital Environments stream of the Masters Degree in informatics.

The course aims to develop an inquiring and critical approach to analog and digital media in addition to familiarizing the students with rigorous critical thought through an investigation of contemporary and historical media.

Course description: <http://tinyurl.com/2u3t8hq>

0.2 Form

The course will take the form of a series of 3-day seminars of 3 - 4 hours each day at 3 to 4-week intervals during the spring semester. The students will prepare their readings in advance according to the course calendar below and come *well prepared with notes* for a rigorous discussion of the course material.

0.3 Exam

24 hours written exam (Norwegian or English).

Grading scale: <http://abdallah.hiof.no/karakterskala.html>

All seminars must be attended and essays submitted in order to qualify for the final exam.

0.4 Course plan

Seminars will take place in room D1-015 on Wed, Thu and Friday from 0900 to 1400 with a break for lunch.

Weeks	Theme: Media History
02-08	Readings: Briggs & Burke, <i>A Social History of the Media</i> Essay 1: <i>The media</i> - Analyze and discuss your understanding of the media and its challenges as a force for social change. Submission date: week 3.

- Week 02 **Theme:** Media History
Seminar: Course overview, the readings, the essays and an introduction to modern media both analog and digital.
- Week 04 **Theme:** Media History
Essay 2: *The transformation of the media* - Analyze and discuss the transformation of the media from posters to reading tablets. Submission date: week 7.
Seminar: Discussion of the readings from Briggs & Burke, Chapters 1-4 and your essays.
- Week 08 **Theme:** Media History
Seminar: Discussion of the readings from Briggs & Burke, Chapters 5-8. Discussion of essays.
- Weeks 09-12 **Theme:** Critical Thought
Readings: Raymond Williams, *Culture and Materialism: A Hundred Years . . .*, *Literature and Sociology, Base and Superstructure . . .*, *Means of Communication . . .*, *Advertising: the Magic System*.
Essay 3: *Monopoly and Democracy* - are the two compatible? Submission date: week 11.
- Week 12 **Theme:** Critical Thought
Seminar: Discussion of the readings from Raymond Williams and the essays.
- Weeks 13-17 **Theme:** The Modern Media
Readings: Roland Barthes, *Mythologies*
Essay 4: *Who Sets the Agenda?* - Discuss the factors that set agendas for the media's choice of subjects on both a day-to-day and long term basis. Submission date: week 16.
- Week 17 **Theme:** The Modern Media
Seminar: Discussion of the readings from Barthes and the essays.

0.5 Students

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0.6 Course readings

- A. Briggs and P. Burke. *A social history of the media: from Gutenberg to the Internet*. Polity, Cambridge, UK, 3rd ed edition, 2009.
- R. Williams. *Culture and materialism: selected essays*, volume no.11 of Radical thinkers. Verso, London, 2005.
- R. Barthes. *Mythologies*. Hill and Wang, New York, 1972.

0.7 Course Calendar - 2011

- Seminar days are marked with red
- Submission dates are marked with # of essay
- BB = Briggs and Burke, RW = R. Williams, RB = R. Barthes

January						Februar						
Mo	3	10	17	24	31	Mo	7	14	21	28		
Tu	4	11	18	25		Tu	1	8	15	22		
We	5	12	19	26		We	2	9	16	23		
Th	6	13	20	27		Th	3	10	17	24		
Fr	7	14	21	28		Fr	4	11	18	25		
Sa	1	8	15	22	29	Sa	5	12	19	26		
Su	2	9	16	23	30	Su	6	13	20	27		
uke	52	1	2	3	4	5	uke	5	6	7	8	9
			BB	#1	BB			BB	BB	#2	BB	
Mars						April						
Mo		7	14	21	28	Mo	4	11	18	25		
Tu	1	8	15	22	29	Tu	5	12	19	26		
We	2	9	16	23	30	We	6	13	20	27		
Th	3	10	17	24	31	Th		7	14	21	28	
Fr	4	11	18	25		Fr	1	8	15	22	29	
Sa	5	12	19	26		Sa	2	9	16	23	30	
Su	6	13	20	27		Su	3	10	17	24		
uke	9	10	11	12	13	uke	13	14	15	16	17	
	RW	RW	#3	RW			RB	RB	RB	#4	RB	

- Børre Ludvigsen, March 18, 2011