

# DIGITAL MEDIA & SOCIETY

MRTS 3620

## Contact Info:

**Instructor:** Dr. Tanya D. Zuk

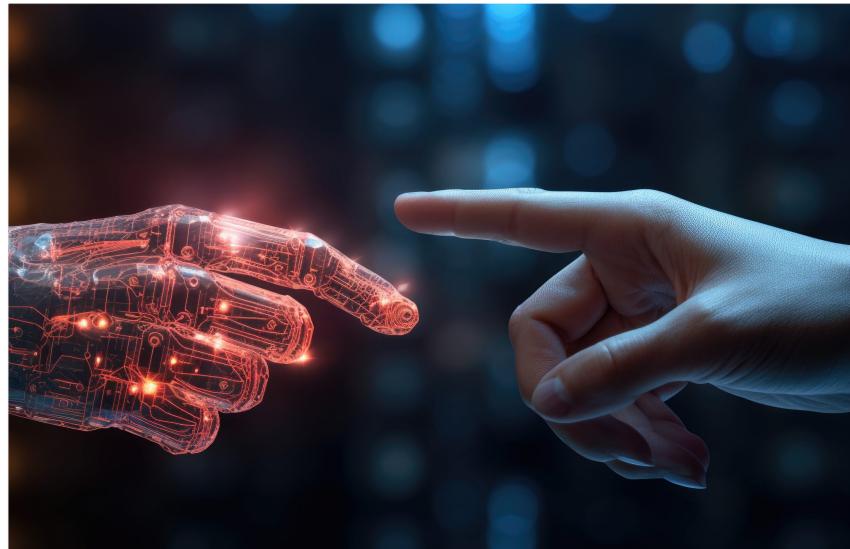
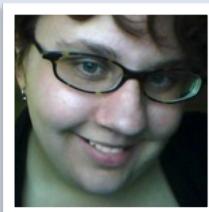
**Office Hours:** Tuesdays 1-4, Wednesday 9-12 noon, and Fridays by appointment

**Office:** RFTP 266

**Email:** tanya.zuk@unt.edu

## About Me:

I earned my Ph. D. in Moving Image Studies at Georgia State University. My work at GSU has focused on new media and collaborative storytelling, with a particular emphasis on LGBTQ self-representations in transmedia narratives. I use a cultural studies approach that leans heavily on audience reception and fan studies in my research, keeping in mind text and industrial constraints.



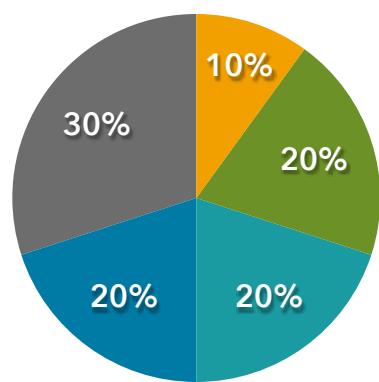
## Course Description

This hybrid lecture/seminar course is a critical evaluation of the ever-evolving relationship between digital media and society. Digital media—referring explicitly to works and technologies that use the “digits” of 0 and 1 by computer processes to mediate information—continues to shape and be shaped by the people that use it to survive and thrive in our world as these technologies become more accessible and ubiquitous. Our scholarly inquiry addresses now-commonplace practices and technologies such as digital video production, social media, the Internet, and video games. Together, we will cover a range of communicative contexts (journalism, leisure, political, etc.) and perspectives on digital media and our society.



## Assignments

Participation	10 pts
Digital Diary	20 pts
Project 1	20 pts
Project 2	20 pts
Final Project	30 pts



## Grade Scale

90-100	A	80-89	B
70-79	C	60-69	D

## Late Policy

No assignments will be accepted late unless you have (a) the permission of the instructor; (b) jury duty notice; or (c) permission from the Dean of Students.

## Course Goals

By the end of this course you should be able to...

- Identify past and present discourse about the intertwining of technology and society.
- Express compelling, evidence-based opinions about digital media and society.
- Discuss current scholarly research that critically interrogates global digital cultures.
- Explain how competing stakeholders, interests, and modalities of governance influenced and continue to shape the development, use, and regulation of digital media technologies.
- Create an original work that investigates a notable intersection of digital media and society.

## Course Texts

**No textbooks** are assigned for the course, as I am all too aware of how strenuous textbooks can be for one's financial wellbeing. Instead, all assigned readings will be made available for free via Canvas.

All supplemental media for this course will also be available on Canvas or in class, including my slides and other notable resources.

This course does *require the use of a computer and Internet* for online assignments and for engaging with the course materials. If this may be an issue for you, please remember that you have access to the University's library network, which can provide both for you. If this requirement impacts your participation in this class, we can discuss alternatives.

## Course Policies

### Class Environment

It is in the best interests of you as an individual and us as a classroom to create a positive, inclusive, classroom environment. One of the greatest challenges as an instructor is to provide an

## Digital Diary

To facilitate our in-class discussions, you will create entries in a "digital diary" that explore the week's topic. These responses can take the form of blog posts, podcasts, TikTok videos, and the like and are designed to help you engage with the assigned readings by making further connections to authors, works, and personal experiences from outside our course.

## Projects 1 & 2

These projects can either be traditional papers (1000 words) or video essays (4-5 minutes). For Project 1, your theme is (dis)connections and at least 3 sources should be used. For Project 2, your theme is (re)connecting the dots and at least 5 sources are required.

## Final Project

The final project will ask you to examine a case study of your choice that exemplifies the ways that digital media has changed society, how society has shaped digital media, and/or how the two have co-constructed one another. Your case study should examine an object/ event/phenomena of digital media and society that you find personally interesting and that you believe is worthy of further study.

Your case study should be 2000-2500 words or 15-20 minutes long. You should have at least 6 sources and 3 must be from independent research.

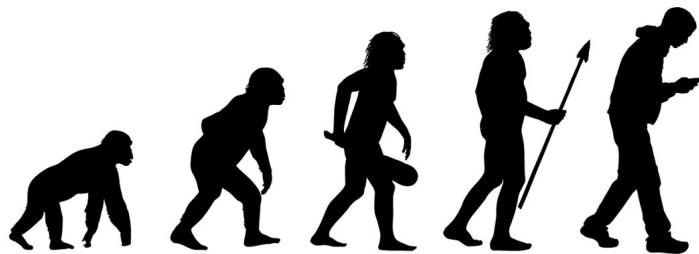
engaging, entertaining, and intellectual classroom experience. I need your collaboration to create the best educational experience for all involved. By participating in class discussion, being respectful of others opinions, and preparing for class we can all work together to create a creative and dynamic experience on and off screen.

## Accommodations

I endeavor to make this class accessible to every student and will do my best to make this class fit your needs. If you need special arrangements for a documented disability, please contact the **Office of Disability Access**. If you would like to share pertinent medical information, request special arrangements for class seating, or need special assistance in the event of a building evacuation, please contact me in the first week of class. I am happy to alter content formats and provide multiple points of access to course materials.

## Basic Needs & Security Statement

Any student who faces challenges securing their food or housing and believes this may affect their performance in this course is urged to contact the **Dean of Students** for support. For immediate food assistance, visit **UNT Food Pantry**. For emergency housing needs, visit **here** or **Cloud 9 Charities**. There are additional **Wellbeing and Safety Services** through Student Affairs. If you are comfortable, please let me know what is going on. I am ready and able to make course accommodations based on your circumstances, and assist in providing resources.



## Instructor Availability & Response Time

I will be available for drop-in hours on **Tuesdays 1-4 pm and Wednesdays 9-12 noon** where you we can talk face-to-face or virtually via Teams. You can make in-person appointments with me by following this link or **Friday virtual only appointments** here. Please send emails directly through Canvas. *I will generally provide a response within 24 hours.*

## Academic Honesty

Please note that by staying in this class you are agreeing to abide by all the standards of academic integrity as found in the Honor Code. Please review the policies on AI generated content as developed by the Media Arts department in Canvas. Additionally, you agree to hold to the legal and professional standards set within the media industries in regard to credits.

## Subject to Change Statement

The instructor reserves the right to modify the course requirements and other related policies as circumstances may dictate, and with sufficient notification to all students. Even the professor can have an unanticipated emergency, and the university—or the community at large—may experience an emergency that requires changing the class schedule or requirements. Any change will also be posted to Canvas.

## REVISE & RESUBMIT

I have a long-standing, open, revise and resubmit policy for all my classes. I firmly believe that students are more likely to review and use feedback if they can apply it immediately. Therefore, you can revise assignments during the semester using the feedback provided and resubmit for an improved grade. To complete the revise/resubmit, just re-submit the assignment in its original dropbox within 2 weeks of receiving feed back for the assignment. This does not apply to the final project, though I am happy to look at drafts ahead of time.

## RESOURCES

### UNT Writing Center

There are several small papers, as well as a final project required in this class. You may find over the course of the semester, that you want help revising your work. You can sign-up for a session at:

<https://writingcenter.unt.edu>.

I've used writing assistance throughout my academic career. No one gets citations or grammar naturally. Use every resource at your disposal!

### Media Library

The Media Library contains the UNT Libraries' non-print, audiovisual, tabletop games, and video games collections. The Media Library also has The Nest, which is an e-sports and game design space. The mission of the UNT Media Library is to support the instructional and research needs of UNT faculty, staff, and students by collecting, maintaining, and providing access to media materials that represent all academic disciplines and all genres of film.



# Course Schedule

All readings, screenings, and assignments are due by the **START** of class on the date below. (Except major Projects, those are due at midnight on the assigned date.)

	READINGS & MEDIA	ASSIGNMENTS
Week 1	<b>1/15 - Course Intro</b> <ul style="list-style-type: none"> <li>• Read Syllabus!</li> </ul>	
<b>PART 1: INTO THE DIGITAL WORLD</b>		
Week 2	<b>1/22 - The Digital Shift</b> <ul style="list-style-type: none"> <li>• Henry Jenkins, "Worship at the Alter of Convergence"</li> <li>• Jay David Bolter &amp; Richard Grusin, "The Double Logic of Remediation"</li> </ul>	Digital Diary Entry Due
<b>1/29 - Video Gone Digital</b>		
Week 3	<ul style="list-style-type: none"> <li>• T.L. Taylor, "Networked Broadcasting"</li> <li>• Sheila Murphy, "From Tube to a 'Series of Tubes'"</li> </ul>	Digital Diary Entry Due
Week 4	<b>2/5 - Society Online</b> <ul style="list-style-type: none"> <li>• Alice Marwick and Danah Boyd, "Networked privacy: How teenagers negotiate context in social media"</li> <li>• Jessica Sage Rauchberg, "#Shadowbanned: Queer, Trans, and Disabled Creator Responses to Algorithmic Oppression on TikTok"</li> </ul>	Digital Diary Entry Due <b>Start Project 1</b>
Week 5	<b>2/12 - Whose Getting Played?</b> <ul style="list-style-type: none"> <li>• Bryan Gardiner, "How Gamification Took Over the World"</li> <li>• Janet H. Murray, "The Metaverse &amp; Other Digital Delusions"</li> </ul>	Digital Diary Entry Due
Week 6	<b>2/19 - If It's Free, You're the Product</b> <ul style="list-style-type: none"> <li>• Tiziana Terranova, "Free Labor"</li> <li>• Helen Nissenbaum, "Keeping Track and Watching over Us"</li> </ul>	Digital Diary Entry Due
Week 7	<b>2/26 - NO CLASS</b>	<b>Project 1 Due</b>
<b>PART 2: DIGITAL DEEP DIVE</b>		
Week 8	<b>3/5 - Internet Archives vs AO3</b> <ul style="list-style-type: none"> <li>• <i>Rogue Archives</i> by Abigail De Kosnik <ul style="list-style-type: none"> <li>• Ch.1: Memory Machine Myth</li> <li>• Ch.3: Queer and Feminist Archival Cultures</li> </ul> </li> </ul>	Digital Diary Entry Due
<b>SPRING BREAK (3/9 - 3/13)</b>		
Week 9	<b>3/19 - World of Warcraft</b> <ul style="list-style-type: none"> <li>• <i>My Life as a Night Elf Priest</i> by Bonnie Nardi <ul style="list-style-type: none"> <li>• Ch.1: What is World of Warcraft and Who Plays It?</li> <li>• Ch.4: A New Medium</li> </ul> </li> </ul>	Digital Diary Entry Due

READINGS & MEDIA		ASSIGNMENTS
Week 10	<b>3/26 - Google</b> <ul style="list-style-type: none"> <li>• <i>Algorithms of Oppression</i> by Safiya Umoja Noble           <ul style="list-style-type: none"> <li>• Ch.1: A Society Searching</li> <li>• Ch.4: Searching for Protections from Search Engines</li> </ul> </li> </ul>	Digital Diary Entry Due <a href="#">Start Project 2</a>
Week 11	<b>4/2 - Documentary Media</b> <ul style="list-style-type: none"> <li>• <i>Where Truth Lies</i> by Kris Fallon           <ul style="list-style-type: none"> <li>• Ch.1: Seeing in the Dark</li> <li>• Ch.4: "States of Exception"</li> </ul> </li> </ul>	Digital Diary Entry Due
Week 12	<b>4/9 - NO CLASS</b>	<a href="#">Project 2 Due</a>
Week 13	<b>4/16 - Class Pick</b> <ul style="list-style-type: none"> <li>• Case study of your choice!</li> </ul>	Digital Diary Entry Due
Week 14	<b>4/23 - Final Project Overview &amp; Brainstorming</b> <ul style="list-style-type: none"> <li>• Bring whatever supplies you need to read, work, and research.</li> </ul>	
Week 15	<b>4/30 - Final Project Workshop</b> <ul style="list-style-type: none"> <li>• Share your works-in-progress with peers and get feedback!</li> </ul>	

**FINAL PROJECTS DUE****WEDNESDAY, MAY 6TH BY MIDNIGHT**