DIGITAL DISCOURSE

Carmel L. Vaisman

2019-2010 Fall Semester

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Office Hours: by appointment

Short description:

Are digital communication technologies making the world a better place or hindering human sociality? Are we shaping technology or is it shaping us? The course introduces the theoretical frameworks of technological determinism on its utopian and dystopian discourses, versus social constructivism of technology, as interpretive lens for some of the key discourses concerning the digital culture we produce and inhabit. We shall engage contemporary discourses such as: language change between orality, literacy, and iconicity; digital identities between performance and self-branding; cooperation and wisdom of crowds versus incivility and mob mentality in networked publics; private/public boundaries collapse and surveillance culture; participatory culture and peer production versus the exploitation of our immaterial labor; human agency versus algorithmic-mediation etc. Ultimately, students will be able to better asses on a case by case basis, what is the meaning of the "new" in "new media".

Assessment:

The course is "gamified", thus the students choose a group of peers with which they work in class the entire semester and compete against other groups to earn the respective grade components.

For B.A. in Liberal Arts program:

Perfect attendance & in class weekly assignments	30 %
Memes midterm assignment	35 %
Critical Discourse Analysis final assignment	35 %

Attendance:

Attendance is mandatory. Students are permitted a maximum of three unexcused absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

Academic conduct:

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.