



Department of Media, Culture, and Communication

History of Media and Communication MCC-UE 9003 Spring 2021 Synchronous Remote Thursday 9am (Central European Time)

Instructor

- Prof. Aurora Wallace
- Office hours by appointment

Course Description

This course introduces students to the history of media and communication and to the stakes of historical inquiry. Rather than tracing a necessarily selective historical arc from alphabet to Internet or from cave painting to coding, the course is organized around an exploration of key concepts such as orality, literacy, technology, information, time and space, and networks.

Readings/Texts

- Bill Kovarik, *Revolutions in Communication: Media History from Gutenberg to the Digital Age*. 2nd Edition. New York and London: Bloomsbury, 2018.
- Supplemental articles listed on NYU Classes under “Resources”

Evaluation

Participation	10%
Weekly responses	15%
Database assignment	5%
Museum assignment	10%
Midterm Exam	20%
Book Review and Presentation	25%
Final Exam	15%

Participation is evaluated on consistent and thoughtful engagement with course materials, it is therefore imperative that the week’s readings have been done in advance of class meetings.

Evaluation Rubric

A = Excellent

This work is comprehensive and detailed, integrating themes and concepts from discussions, lectures and readings. Writing is clear, analytical and organized. Arguments offer specific examples and concisely evaluate evidence. Students who earn this grade are prepared for class, synthesize course materials and contribute insightfully.

B = Good

This work is complete and accurate, offering insights at general level of understanding. Writing is clear, uses examples properly and tends toward broad analysis. Classroom participation is consistent and thoughtful.

C = Average

This work is correct but is largely descriptive, lacking analysis. Writing is vague and at times tangential. Arguments are unorganized, without specific examples or analysis. Classroom participation is inarticulate.

D = Unsatisfactory

This work is incomplete, and evidences little understanding of the readings or discussions. Arguments demonstrate inattention to detail, misunderstand course material and overlook significant themes. Classroom participation is spotty, unprepared and off topic.

F = Failed

This grade indicates a failure to participate and/or incomplete assignments

A = 94-100

A- = 90-93

B+ = 87-89

B = 84-86

B- = 80-83

C+ = 77-79

C = 74-76

C- = 70-73

D+ = 65-69

D = 60-64

F = 0-59

Course Policies

Absences and Lateness

More than two unexcused absences will automatically result in a lower grade. Chronic lateness will also be reflected in your evaluation of participation. Regardless of the reason for your absence you will be responsible for any missed work. There are no extra credit assignments for this class.

Format

Please type and double-space your written work. You are free to use your preferred citation style, but please use it consistently throughout your writing. When sending a document electronically, please name the file in the following format lastnamefirstname Coursenumber Assignment1.doc eg: WallaceAurora MCC003 #1

Grade Appeals

Please allow two days to pass before you submit a grade appeal. This gives you time to reflect on my assessment. If you still want to appeal your grade, please submit a short but considered paragraph detailing your concerns. Based on this paragraph I will review the question and either augment your grade or refine my explanation for the lost points.

Academic Dishonesty and Plagiarism

http://steinhardt.nyu.edu/policies/academic_integrity

The relationship between students and faculty is the keystone of the educational experience at New York University in the Steinhardt School of Culture, Education, and Human Development. This relationship takes an honor code for granted and mutual trust, respect, and responsibility as foundational requirements. Thus, how you learn is as important as what you learn. A university education aims not only to produce high-quality scholars, but to also cultivate honorable citizens.

Academic integrity is the guiding principle for all that you do, from taking exams to making oral presentations to writing term papers. It requires that you recognize and acknowledge information derived from others and take credit only for ideas and work that are yours.

You violate the principle of academic integrity when you cheat on an exam, submit the same work for two different courses without prior permission from your professors, receive help on a take-home examination that calls for independent work, or plagiarize.

Plagiarism, one of the gravest forms of academic dishonesty in university life, whether intended or not, is academic fraud. In a community of scholars, whose members are teaching, learning, and discovering knowledge, plagiarism cannot be tolerated.

Plagiarism is failure to properly assign authorship to a paper, a document, an oral presentation, a musical score, and/or other materials that are not your original work. You plagiarize when, without proper attribution, you do any of the following: copy verbatim from a book, an article, or other media; download documents from the Internet; purchase documents; report from other's oral work; paraphrase or restate someone else's facts, analysis, and/or conclusions; or copy directly from a classmate or allow a classmate to copy from you.

Your professors are responsible for helping you to understand other people's ideas, to use resources and conscientiously acknowledge them, and to develop and clarify your own thinking. You should know what constitutes good and honest scholarship, style guide preferences, and formats for assignments for each of your courses. Consult your professors for help with problems related to fulfilling course assignments, including questions related to attribution of sources.

Through reading, writing, and discussion, you will undoubtedly acquire ideas from others, and exchange ideas and opinions with others, including your classmates and professors. You will be expected, and often required, to build your own work on that of other people. In so doing, you are expected to credit those sources that have contributed to the development of your ideas.

Avoiding Academic Dishonesty

- Organize your time appropriately to avoid undue pressure, and acquire good study habits, including note taking.
- Learn proper forms of citation. Always check with your professors of record for their preferred style guides. Directly copied material must always be in quotes; paraphrased material must be acknowledged; even ideas and organization derived from your own previous work or another's work need to be acknowledged.
- Always proofread your finished work to be sure that quotation marks, footnotes and other references were not inadvertently omitted. Know the source of each citation.
- Do not submit the same work for more than one class without first obtaining the permission of both professors even if you believe that work you have already completed satisfies the requirements of another assignment.
- Save your notes and drafts of your papers as evidence of your original work.

Disciplinary Sanctions

When a professor suspects cheating, plagiarism, and/or other forms of academic dishonesty, appropriate disciplinary action may be taken following the department procedure or through referral to the Committee on Student Discipline.

The Steinhardt School Statement on Academic Integrity is consistent with the New York University Policy on Student Conduct, published in the NYU Student Guide.

Student Resources

- Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities mosescsd@nyu.edu as early as possible in the semester for assistance.

My Accountability to You and Us to Each Other

Students and faculty each have responsibility for maintaining an appropriate learning environment. Professional courtesy and sensitivity are especially important with respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, (a) sexual orientation, (a) gender, gender identity and gender expression, age, disability, immigration status, language, and nationalities. Class rosters are provided to the instructor with the student's legal name. I will gladly honor your request to address you by an alternate name or (a) gender pronoun. Please advise me of this preference early in the semester so that I may make appropriate changes to my records.

Schedule of Classes, Readings, and Assignments

Week 1 January 28	Introduction to Course and Overview
Week 2 Feb 4	Printing Revolution Read: BK Ch. 1 "The Divine Art"
Week 3 Feb 11	Commerce and Industry (Database assignment due) Read: BK Ch. 2 "Commercial and Industrial Media"
Week 4 Feb 18	Monday Schedule – No Class
Week 5 Feb 25	News of the World Read: BK Ch. 3 "Print Media in the 20 th and 21 st Centuries"
Week 6 Mar 4	Photography Read: BK Ch. 4 "Giving Vision to History"
Week 7 Mar 11	Cinema Read: BK Ch. 5 "The Images Come Alive"
Week 8 Mar 18	Advertising Read: BK Ch. 6 "Advertising, PR and the Crafted Image"
Week 9 Mar 25	Midterm Exam
Week 10 Apr 1	Telegraph and Telephone Read: BK Ch. 7 "The First Electronic Revolution"
Week 11 Apr 8	Radio Read: BK Ch. 8 "The New World of Radio"
Week 12 Apr 15	Television Read: BK Ch. 9 "A New Window on the World"
Week 13 Apr 22	Digital Revolution Read BK Ch. 10 "Computers"
Week 14 Apr 29	Networks Read: BK Ch. 11 "Digital Networks"
Week 15 May 13	Final Exam